



Machine-readable and interoperable
age classification labels in Europe

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Implementation Report

NICAM

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Introduction

This Implementation Report will explain how the implementation of the MIRACLE data model in the specific Kijkwijzer context and its database structure has proceeded. All experiences made during implementation will be analysed and evaluated.

First, the report will give a short overview of the different steps and the timeline of the Implementation Strategy and report in more detail on the first implementation stage. Then it will focus on the development of the MIRACLE API and how it can be queried. Finally, we will provide an overview of what is outstanding in terms of work and challenges in order to achieve a complete implementation of the MIRACLE format in NICAM's classification practice.

1. Implementation strategy

The strategy for implementation is directly linked to an update of our professionals (coders) website and API. Within our update we have taken the MIRACLE standard into account.

For testing purposes and because of the fact that we have a lot of existing users of the existing Kijkwijzer API, the implementation has been executed in three stages, as described in more detail in the Implementation Strategy Report:

Stage 1: Copy of a part of the Kijkwijzer data in MIRACLE format

Stage 2: Adoption of MIRACLE format for all data alongside our existing API

Stage 3: Complete transition to MIRACLE

The first two stages have now been completed. Due to the fact that the reactions from our existing users to stage 2 were mixed, we have decided to keep the MIRACLE implementation alongside our existing API. We will come back to the reactions from the industry below.

The MIRACLE implementation demo can be found here:

<http://www.kijkwijzer.nl/test/miracle/>

Since our database and API are only distributed to registered users, we have decided, for the hackathons that will be held, that a copy of our database with a smaller selection of ratings will be made publically available for that purpose.

2. Implementation phase

The third party that performed the MIRACLE implementation for us has first reviewed the specification and outlined the minimum required answer to meet the MIRACLE standard. After that they have been establishing if there should be any 'rewrites' of data from our stored data to the expected MIRACLE output. A very small number of difference was found of which all could be dealt with relatively easily.

An example was that MIRACLE only allows for numeric age rating, whereas Kijkwijzer has 'AL' for all ages instead of 0 (zero).

All in all, the basic requirements for implementation of MIRACLE were relatively easy to meet, considering our database model and our own API experience. No big issues arose when implementing the basic requirements of the specification on our side. As mentioned there were some comments from the users which will have to be taken into account, these will be described below.

Because the small number of rewrites the financial resources that had to be allocated to perform the implementation have been much lower than anticipated.

3. MIRACLE service

The MIRACLE service that was created can now be accessed by registered users and works as follows.

The Kijkwijzer MIRACLE API service allows for requesting data based on the NICAM id, which is our unique identifier to find the correct classification the user requests. This id is given as a parameter in the command to the webbased API.

We will now illustrate the implementation by performing the same call on our existing API as well as on the MIRACLE API.

Example of querying "Into the Storm", NICAM id = 75938.

Current Kijkwijzer API

Calling URL: <http://api.kijkwijzer.nl/?request=returndetails&nummer=75938>

```
{"response":{"productie":{"nummer":"75938","titel":"Into the Storm","ondertitel":"","productietype":"Speelfilm","genre":"Actie,Avontuur","regisseur":"Steve Quale","producent":"","categorie":"Speelfilm","lengteorigineel":"0","lengte bewerkt":"0","seizoen":"","productiejaar":"2014","nfc_nummer":"15021411","datum":"2014-08-28","pictogrammen":"12,A,T","allpictogrammen":"GAL,A12,SAL,T,DAL,HAL","aute ursrechten_orig":"Warner Bros. Pictures International Holland","organisatie":"Warner Bros. Pictures International Holland"},"result":{"type":"ok"}}
```

Miracle API

Note: For demonstration purposes the API is encapsulated into a request/result form which allows for querying the Kijkwijzer database by title in order to resolve the correct NICAM id first. Because registration with NICAM is needed before being granted access to our data and API we have created this demo to showcase the MIRACLE output.

Calling URL:

<http://www.kijkwijzer.nl/test/miracle/index.php?action=lookup&id=75938&q=Into+the+Storm&s=all&submit=Search>

MIRACLE Response:

```
<?xml version="1.0" encoding="UTF-8"?>
<age-declaration xmlns="http://www.miracle-label.eu/ns/"
xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance">
  <issuer>
    <age-issuer>NICAM</age-issuer>
    <issuer-url>http://www.kijkwijzer.nl/</issuer-url>
    <issuer-licence>http://www.kijkwijzer.nl/license</issuer-licence>
    <last-change>2015-02-12</last-change>
    <country>
      <country-code>eu</country-code>
      <country-code>nl</country-code>
    </country>
    <customer-licence>example-user</customer-licence>
    <custom>
      <custom-field class="NICAM-custom1">custom field 1</custom-field>
      <custom-field class="NICAM-custom2">custom field 2</custom-field>
    </custom>
  </issuer>
  <scope>
    <scope-urls>
      <scope-url class="web-url">*.kijkwijzer.nl/superfilm/*</scope-url>
    </scope-urls>
    <scope-ids>
      <scope-id class="NICAM-ID">75938</scope-id>
    </scope-ids>
    <scope-titles>
      <scope-title class="NICAM-title-nl">Into the Storm</scope-title>
      <scope-title class="NICAM-subtitle-nl"></scope-title>
    </scope-titles>
  </scope>
  <rating>
    <age>12</age>
    <age-adds/>
    <age-icons>
      <age-icon class="NICAM-age-
icon">http://www.kijkwijzer.nl/images/icons/120_12.png</age-icon>
    </age-icons>
  </rating>
  <content-descriptors>
    <cd-fear>
      <cd-fear-exist>true</cd-fear-exist>
      <cd-fear-icon>http://www.kijkwijzer.nl/images/icons/120_A.png</cd-
fear-icon>
      <cd-fear-desc>Angst</cd-fear-desc>
    </cd-fear>
  </content-descriptors>
</age-declaration>
```

```
</cd-fear>
<cd-cursing>
  <cd-cursing-exist>>true</cd-cursing-exist>
  <cd-cursing-icon>http://www.kijkwijzer.nl/images/icons/120_T.png</cd-
cursing-icon>
  <cd-cursing-desc>Drugs</cd-cursing-desc>
</cd-cursing>
</content-descriptors>
<feature-descriptors/>
</age-declaration>
```

4. Outlook: Challenges and business case

During the implementation of MIRACLE we found some issues under the users of the existing Kijkwijzer API mainly related to the resources they would have to allocate when we decide to switch to the data delivery in the MIRACLE format. The comments were mainly related to these implementation costs. In relation to the functions and technical specification of MIRACLE no substantial problems were reported.

Challenges that will have to be faced in the coming years are mainly to be found on the request side of MIRACLE. As said, the results and specification of MIRACLE for us was very much in line with what the existing database structure. The challenge therefore lies in aligning API's between the MIRACLE partners as well as the creation of unique international standards for the identification of media products are ways of increasing the reliability of the results obtained in the MIRACLE standard. This was no objective of the MIRACLE working group, but the process and international scope of this project have made clear that there is a challenge that has to be faced on this subject in order to get the full potential from the MIRACLE standard. Additionally, this could also add value that could convince the existing users to invest in the implementation.