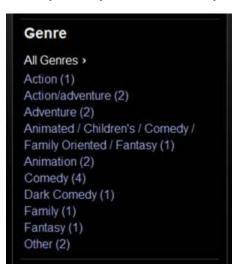# Genres in UltraViolet

This note provides guidelines for how Content Providers should use genre metadata when creating Content and how other Roles should use genre metadata when displaying a Locker view.

Genre Creation

Separate Genres

Create separate genre entries rather than combining them. For example, an action/adventure movie should have "Action" and "Adventure" identified as two separate genres, not as a single "Action/adventure" genre. Likewise, an animated movie for children should be identified as three separate genres, "Animated," "Children," and "Fantasy," rather than a single "Animated/children/fantasy" genre. This allows the Web Portal and other locker view implementations to properly group and filter by genres. (See the screenshot for what happens when genres are combined. What should show up as three movies in the action genre and thee movies in the adventure genre shows up as one action, two action/adventure, and two adventure. Likewise, a family movie shows up as "Animated / Children's / Comedy / Family Oriented / Fantasy" and isn't listed under the genres of Family, Comedy, Fantasy, etc.)

Simple and consistent form

When choosing genres, use the simplest form. Most users do not have so many titles in their collection that distinction among "Crime", "Detective", "Police", and "Lawyer" is helpful. Do not pluralize genres unless natively plural (e.g. "Sports"). Do not add qualifiers such as "TV" or "Film" or "Show." The user experience is best when all content publishers use consistently similar terms. We recommend the following as a guideline for common genres:

English	French	German	Dutch	Notes
Action	Action	Aktion	Actie	
Adventure	Aventure	Abenteuer	Avontuur	
Animation	Animation	Animation	Animatie	*not Animated or Cartoon*
Anime	Anime	Anime	Anime	*not Japanese Anime; includes Manga*

Biography	Biographie	Biografie	Biografie	*not Biopic*
Children	Enfants	Kinder	Kinderen	*not Children's, Kids, or Kid's*
Comedy	Comédie	Komödie	Komedie	*not Humor; includes Sitcom, Satire*
Crime	Criminalité	Krimi	Criminaliteit	*includes Detective, Gangster, Law, Organized Crime, Police, Courtroom*
Documentary	Documentaire	Dokumentar	Documentaire	
Drama	Drame	Drama	Dramatiek	*not Dramatic*
Education	Éducation	Bildung	Onderwijs	*not Educational, Instruction, or Instructional*
Faith and Spirituality	Foi et spiritualité	Glaube und Spiritualität	Geloof en Spiritualiteit	*not Religion, or Faith & Spirituality; not separate genres*
Family	Famille	Familie	Familie	*not Families, Family Oriented, or Kids & Family*
Fantasy	Fantaisie	Fantasie	Fantasie	*includes Fables, Fairy Tales, Magical Realism, Sword & Sorcery*
Food	Nourriture	Lebensmittel	Eten	*not Gourmet or Food & Beverage*
Health	Santé	Gesundheit	Gezondheid	*includes Wellness, Nutrition, Personal Health*
History	Histoire	Geschichte	Geschiedenis	*not Historical; includes Epic, Saga, Historical Fiction*
Horror	Horreur	Schrecken	Verschrikking	*includes Ghost and Monster*
Independent	Indépendant	Unabhängige	Onafhankelijk	*not Indie*
Martial Arts	Arts martiaux	Kampfsport	Vechtsporten	*includes Kung Fu, Karate, etc.*
Music	Musique	Musik	Muziek	*includes Musical Performance, Concert, Music Video, Opera; note: Musical is a different genre*
Musical	Musical	Musical	Muzikaal	*not Singing, Stage Musical, or Musical Film*
Mystery	Mystere	Geheimnis	Mysterie	
Performance	Performance	Leistung	Prestaties	*not Performing Arts or Live Performance*

Reality	Réalité	Realität	Realiteit	*not Reality Show or Reality TV*
Romance	Romance	Romanze	Romantiek	*not Romantic or Rom-com*
Science Fiction	Science-fiction	Science Fiction	Wetenschappelijke	*not Sci-Fi or SF or Science-Fiction*
Sports	Sport	Sport	Sport	*not Sports, Athletics, or Games*
Talk	Parler	Diskussion	Spreektijd	*not Talk Show or Interview*
Teen	Jeunesse	Jugend	Jeugd	*not Teenage or Teenager*
Thriller	Thriller	Spannung	Thriller	*includes Suspense*
Travel	Voyage	Reisen	Reizen	*includes Tourism*
Variety	Variété	Varieté	Variété	*not Variety Show*
War	Guerre	Krieg	Oorlog	
Western	Western	Western	Westerse	*not Westerns or Cowboys*

Do not use catch-all genres such as "Other" or "Miscellaneous". The Web Portal automatically groups uncategorized titles into a separate entry, and Retailers should do the same.

The list above only covers genres for which there are common inconsistencies. It's not intended to be an exclusive or exhaustive list.

For another recommended short list of genres see the EMA Common Metadata list (http://www.movielabs.com/md/md/common_genre.html).

Genre Display and Filtering

Genre Display

Any title may have an arbitrary number of genres associated with it. (Genres are attached to the Content ID.) Implementers should design title detail sections with room for multiple genres, truncating if necessary (but preferably providing a mouseover/click/tap feature to show the full list).

Genres should be internationalized. However, there's no guarantee that a given title will include genres in the user's language. Because choice of language for genres is up to the Content Provider, a genre for a given title may not be available in the same language as other genres associated with that title or with other titles. There are two recommended approaches to handle this:

1. Multilingual genre approach #1 - Minimal match:
   - Select only genres with a localized string matching the languages setting of the user
   - In order to only select only one language per genre, first match against user's primary language, then against secondary language(s) (see RFC-4647 note below for the recommended approach)
   - Content with no matching genres will be treated the same as content without genres (i.e., it will be listed under the automatic "Other" genre)
   - The advantage of this approach is that genres are shown only in the user's language. The disadvantage is that there may be a smaller set of genres than in English or other languages.
2. Multilingual genre approach #2 - Maximal match:

- Select one language per genre, as follows
  - Check all localized strings of the genre for the best match against the user's languages setting (see RFC-4647 note below)
  - If no match, use the genre from the LocalizedInfo element with default="true" or use the "en" genre (truncating subtags such as "en-US" an "en-AU" if needed)
  - (Using the default language stays true to the content, whereas using English results in the most consistent list of genres in the language most likely to be understood)
  - If still no match, use the first genre found
- The advantage of this approach is that all possible genres are shown. The disadvantage is that genres will probably be shown in a mix of different languages.
3. Multilingual genre approach #3 - Translated maximal match:
  - Select one language per genre, as follows
    - Check all localized strings of the genre for the best match against the user's languages setting (see RFC-4647 note below)
    - If no match, select the English ("en") version of the genre, truncating subtags such as "en-US" an "en-AU" if needed, and replace it with a translation in the user's primary language
    - (Obviously this approach requires a translation table for common genres)
  - The advantage of this approach is that more genres are shown in the user's language. The disadvantage is that a translation table must be maintained, and any genres missing from the translation table must either be omitted or be displayed in English.

In all cases above, use the RFC-4647 section 3.4 matching algorithm (progressively truncate subtags) to match a language list constructed from the user's languages setting (primary first, others following) against the list of language subtags available for a given genre.

Genre Filtering

Users should be allowed to filter their Library by genre.

The genre list should be dynamically generated based on the contents of the user's Library. That is, the only genres in the list should be those that match at least one title in the user's Library. An "Other" genre should be be included for titles with no genre entries (or no genre entries that match for the chosen matching approach from above).

To best support multilingual genres, whichever matching approach above is used for genre display should also be used to construct the list of genres for filtering.