Field by Field Technical Description

MovieGuide File

TITLE char (75)
The official Movie name as represented by the studio that made the film. Note: this field is subject to change periodically. However, the Movie ID is not subject to change.

ALTTITLE char (75)
Alternate language version of the film title.

MOVIE_ID int (10)
Unique numerical ID assigned to each movie.

(optional) PARENT_ID int (10)
Relational ID assigned to each movie ID if it is the "child" of a "parent" ID, usually assigned to the normal "2D" version of a film. Child IDs may be for versions such as 3D / IMAX 2D / IMAX 3D, etc.

RATING char (6)
Rating as created by the Motion Picture Association of America. Possible Ratings are: G, PG, PG-13, R, NC-17, X, NR or null.

ALTRATING *char (6)*
Rating assigned to a film outside the U.S..

ADVISORY char (254)
The reason for the MPAA rating as created by the Motion Picture Association of America. An example and the style is: for disaster related peril and violence, nudity, sensuality and brief language (Notice the style has a small cap on the first word "for" and does not include a period at the end. This is to allow to use in a created sentence. For example: "Rated PG-13 for disaster related peril and violence, nudity, sensuality and brief language."

GENRE1 char (25)
The Genre of the movie: Possible Genres are:
Action/Adventure, Adult, Animation, Classic, Comedy, Concert, Documentary, Drama, Family, Horror, Musical, Program, Romance, SciFi/Fantasy, Suspense/Thriller, War, Western
There may be up to 3 Genres per film, you may choose to have 1,2 or 3 genre fields in the file. You may also omit films by genre.

CAST char (35)
Name of top billed actor. There may be up to 10 CAST fields. You may choose the number of cast member credits you receive. Cast is order per billing in official media releases pertaining to the film.

DIRECTOR *char (90)*
Name of Director of movie. (Can be multiple names, comma separated in the same field. Ex: Trey Parker, Matt Stone)

RELEASE char (8) + " " + char(25
Theatrical release date and textual release pattern notes.
Example: 06/30/99 LA/NY Note: Textual notes can be split into a separate field.
We track up to 3 theatrical release dates and textual notes per film, and we can format the date as requested
Ex: mm/dd/yy, mmddyyyy, dd/mm/yy, etc

RUNTIME char (5)
The duration of the movie. Can be displayed as hh:mm or total minutes.

OFFICIAL SITE *char (80)*
The official studio URL link to the movie site. We include the http://

DISTRIBUTOR *char (35)*
Name of distribution company.

PRODUCER *char (90)*
Name of Producer. (Can be multiple names, comma separated in the same field. Ex: Trey Parker, Matt Stone)

WRITER char (90)
Name of writer and/or screenplay writer. (Can be multiple names, comma separated in the same field. Ex: Trey Parker, Matt Stone)

REVIEW char (64K)
Text field descriptive synopsis as written by CinemaSource. Pleas note, this is NOT a critical review, it is a short plot synopsis.

STARS float (3) - n.n
A 0 - 4 star rating in half increments of the quality of the movie as reviewed by CinemaSource. Note: The star field can be null (which means not rated) or it also can be 0. Zero indicated that it is so bad, that it doesn't even register on the scale. Star rating is from Hollywood.com.

PHOTO char (14)
The filename of the movie photo(s) associated with the movie. Photo file names are in the following format: The first 6 characters are the Movie ID (filled in with leading 0's to make 6 characters) the photo is associated with. The 7th and 8th character in the file name starts at 01 and counts up for any additional photos available for any one given movie. There can be up to 20 photos for a film. Photos referred to in this field are 150x100 pixels or 100x150 pixels, depending on the shape of the original artwork. Key-art will always be labeled with 01.

HIPHOTO char (14)
The filename of the movie photo(s) associated with the movie. Photo file names are in the following format: The first 6 characters are the Movie ID (filled in with leading 0's to make 6 characters) the photo is associated with. The 7th and 8th character in the file name starts at H1 and counts up for any additional photos available for any one given movie. There can be up to 20 photos for a film. Photos referred to in this field are 200x300 pixels or 300x200 pixels., depending on the shape of the original artwork. Key-art will always be labeled with H1.

TRAILERS *char (14)*
(can be multiple fields and headers, depending on which trailer formats selected)
The name of the movie trailer file associated with the movie, or the appropriate URL to the file.
Filenames
Quicktime file names (.mov) are in the following format: The first 6 characters are the Movie ID (filled in with leading 0's to make 6 characters) the video is associated with. The 7th and 8th character in the file name starts at 01 and counts up for any additional videos available for any one given movie.
MPEG/MP4 trailers are in the following format: movieID_quality.mp4

Formats

Quicktime (.mov)	Low, High, HD(720p)	*01234501.mov*	*123456_high.mov*	*123456_hd.mov*
MPEG/MP4 (.mp4)	Low, Med, High	*123456_low. mp4*	*123456_med. mp4*	*123456_high.mp4*

Trailers can be downloaded from our media server to then be used on your servers.
(in beta – YouTube streaming links are also available for most films released since 2021 – these are occasionally backfilled if official studio links are available for older films)

Additional MovieGuide Fields available, depending on customer requirements and License restrictions:
In addition to the US MPAA ratings, we also track the various Canadian Provincial Ratings, BBFC Certificates and IFCO Certificates. Advice (reason-for-rating equivalent) notes are also available for BBFC Certificates.

Additional UK specific information:

UK Title	*char*	*(75)*		UK Distributor	*char*	*(35)*
UK Release Date	*char*	*(8)*	*mm/dd/yy*	UK Official Film URL	*char*	*(80)*
UK Photo	char	(14)		UK Trailer*	char	(14)

*** UK trailers are not available in all formats and speeds as the US versions.**

Theatre Information File

THEATRE_NAME *char* *(64)*
Official name of theatre as provide to us by theatre owner. The corporate name is built in. For example: "Sony Lincoln Square and Imax Theatre"

THEATRE_ID *int* *(10)*
Unique Cinema-Source ID.

THEATRE_ADDRESS *char* *(254)*
Street address where the theatre is located.

CITY char (50)
City the theatre is located within

STATE char (3)
State the theatre is located within

ZIP char (10)
US Postal (5 digit) Zip code the theatre is located within.

PHONE char (15) + char(10) - (nnn)nnn-nnnn + char(10)
Theatre phone-recording showtimes and information.

ATTRIBUTES *char* *(35)*
May denote if the theatre is equipped with listening devices for the hearing impaired, or with access for people in wheel chairs.

COUNTY char (30)
County name where theatre is located within.

TICKETING *char* *(1)*
Yes / No (Y/N) denotes if a theatre allows online ticketing via Movietickets.com.

CLOSED char (55)
If a theatre is temporarily closed, this text field indicates the reason. Example: "Closed for renovations until 9/2."

LOCATION char (50)
Locally know location of theatre, i.e.: Across from the Bowling Alley

MARKET char (25)
DMA Market as defined by CinemaSource where theatre is located.

SCREENS *int* *(2)*
Number of screens at theatre

SEATING char (50)
Text field to denote any special seating. Example: "Stadium Seating"

ADULT char (5) - nn.nn
Full price evening Ticket Price for an adult.

CHILD char (5) - nn.nn
Full price evening Ticket Price for an child.

SENIOR char (5) - nn.nn
Full price evening Ticket Price for a senior citizen.

ADULT_BARGAIN char (5) - nn.nn
Bargain Ticket Price for an adult.

PRICE_COMMENT *char* *(25)*
Any other special pricing information.

THEATRE_SOUND *char* *(25)*
Denotes any special sound devices, like Dolby, THX, Digital.

LAT float (15)
Theatre Latitude, in DD format.

LON float (15)
Theatre Longitude, in DD format.

Additional Theatre Information Fields available, depending on customer requirements and License restrictions:

COUNTRY *char* *(3)*
ISO Codes for country theatre is located within.

TYPE char (30)
Type of theatre. Possible theatre types are:

Art House	Bar/Club	Cinema + Grill/Pub	
Drive-In/	Outdoor	First Run	Foreign
IMAX/Omnimax	Live Theatre	Museum/Gallery	
Sub Run	University/School	Miscellaneous	

EXTRA char (1)
T/F field. An "extra" theatre is one that does not have a regular film schedule, and therefore will not always have related showtimes data. Typical examples of an EXTRA venue would be: Live Theatre, Museum/Gallery, University/School, Miscellaneous

COMMENTS char (50)
Wild-card comments about the location or pricing at the theatre.

DIRECTIONS *char (50)*
Typically bus or subway / mass transit notations. Can also be cross-streets or highway exit numbers.

MSA char (25)
Standard MSA designation for a location. Generally wider than the Cinema-Source MARKET assignment.

Showtimes file

MOVIE_NAME *char (75)*
The official Movie name as represented by the studio who made the film. Note: this field is subject to change periodically. However, the Movie ID is not subject to change. Field contents will match that of the Movieguide Movie_Name field.

MOVIE_ID int (10)
Same unique ID in the Movie File.

HOUSE_ID int (10)
Same unique ID in the Theater File

DATE char (10) - mm/dd/yyyy
The day the times are being played. Date can be formatted to your style preference.

TIMES char (512)
The publicized film schedule.
Parenthesis around a showtime denotes the show is a bargain prices show.
If a record includes a "With ID", the first showtime is associated with the film referenced in the Movie ID field, the second showtime is associated with the film referenced in the With ID field.
For online movie-ticketing, each show time will have its OWN UNIQUE URL to your secure co-branded purchase page on Movietickets.com.
Showtimes can appear as 12hr or 24 hour. All A.M. times are flagged as such.
PLEASE NOTE: A showtime schedule day at a theatre begins at **2:00 am** and ends at **1:59 am.** This allows for midnight or later showings to be included on the correct day. For example, a Midnight show on Thursday night / Friday morning will appear with the THURSDAY showtimes, and be marked as 12:00 AM.

ATTRIBUTES *char (50)*
Denotes any special attributes about the given film, i.e. Sound System

PASSES char (1) - Y/N
Indicates if special passes are allowed for the feature.

FESTIVAL char (1) Y/N
Denotes whether or not film is part of a film festival.

WITH_ID int (10)
If a movie is playing a double feature with another movie, the With ID is the second movie in the double feature. It is the same unique ID in the Movie File.

SOUND char (30)
Denotes the type of sound system in use. It can be any combination of the following sound systems: Digital, Dolby, DTS, SDDS, SR, THX, Ultra, or EX.

COMMENTS char (100)
Wild card text statement. Very often contains important show-specific information. This field should not be ignored.

+ Additional Showtime Fields available, depending on customer requirements and License restrictions:

SNEAK char (1) - Y/N
Indicates if film is a sneak preview.