

VIDEO GAME SOFTWARE

Walmart Content Standards

D05 - Media and Gaming
D82 - Impulse Merchandise
D55 - Video Games

Walmart  com

Updated June 2023

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NEW WEBSITE



How to Use This Guide

Purpose of this Guide?

- This guide will walk you through **three areas of content** needed to create a best-in-class **PDP** or **Item Page** for your items as it relates to the item setup process & the Omni Spec you fill out to create an item page.
 - **Images:** Examples of the types of images & order your images should appear on your item page + the minimum required image count to meet your **Content Quality Score**
 - **Product Names:** The specific order and structure your product names should follow for a high **Content Quality Score**
 - **Attributes:** A list of all required and recommended site attributes that are part of the new Omni Spec. Both **required & recommended** attributes are part of the **Content Quality Scoring Metrics**
- Use this guide **before** content creation and **during** item setup to answer any content-related needs.
- The information provided in this guide is specific to a group of similar product types, or what we call a **PTG (Product Type Group.)**
 - If you have questions about which product type your item should be, please reach out to your merchant engagement lead.
 - If you have trouble determining what PTG your product type falls under, please refer to [this spreadsheet](#) and filter down to your product type to see what Style Guide you should be looking for.
 - *For the best user experience, please download the spreadsheet and then filter*

For more details on item setup, please review the articles online at [Walmart Supplier Help](#)

For Marketplace Sellers, please review the articles online at [Walmart Seller Help](#)

Questions about this guide?

Email: contentACQ@walmart.com

CHECK OUT OUR NEW CONTENT STANDARDS WEBSITE

For more information about content needed for item setup and general best practices, please visit our new website!

Here you will find answers to questions about Image Specifications, Image Types, SEO, Copy Guidelines, Rich Media, CCPs and more.



Use these tabs to quickly navigate to each section

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Product Type Photo Direction

High-quality imagery increases conversion and decreases the likelihood of negative reviews or returns. Optimal image count improves SEO rankings and drives customers to your product pages.

The following photo direction pages offer specific instructions for each unique product type.

Each page covers the types of images needed, order, and level of requirement for Private Brands and all Other Brands.

CONTENT STANDARDS WEBSITE

Please go to our new Content Standards site for **additional information on imagery requirements, specifications, SEO, etc.**



Video Games - Photo Direction

Minimum of 2 images required



1

MAIN IMAGE

Front Silo In Packaging

Silo, In Pack, Front

Private Brands: Required

Other Brands/Unbranded: Required

Shoot straight-on with no plunge.



2

Back Silo In Packaging

Silo, In Pack, Back

Private Brands: Required

Other Brands/Unbranded: Required

Include a silo image of the back of the video game packaging to provide more information to the customer.



3

Gameplay Screenshot

Graphics, Additional Info

Private Brands: Recommended

Other Brands/Unbranded: Recommended

Include a screenshot of the gameplay that shows text and graphics to better showcase what the game looks like.



4

Gameplay Screenshot

Graphics, Additional Info

Private Brands: Recommended

Other Brands/Unbranded: Recommended

Include a screenshot of the gameplay that shows text and graphics to better showcase what the game looks like.



5

Comparison Chart

Graphics, Additional Info

Private Brands: Recommended

Other Brands/Unbranded: Recommended

Include a comparison chart that highlights the different versions of the game that are available for purchase.



6

Preorder Graphic

Graphics, Additional Info

Private Brands: Recommended

Other Brands/Unbranded: Recommended

Include a graphic image that advertises the video game pre-order information.

Copy Guidelines

Great copy can not only attract more customers to your page through Search Engine Optimization (SEO) and Search Engine Marketing (SEM), but also help the customer convert and prevent returns.

There are some requirements you are legally obligated to include in your copy, and other formatting requirements that will ensure a cohesive customer experience on the site.

Failure to follow these copy standards will result in delays and rejections of your items at setup, as well as existing items' removal from the site.

CONTENT STANDARDS WEBSITE

Please go to our new Content Standards site
**for additional information on copy
requirements, specifications, types, etc.**



Product Name Structure: Video Games

Video Games

FORMULA	Title + [:] + Edition ¹ + [-] + Video Game Platform + [,] + Video Game Platform ² + Video Game Format + [Digital] ³
EXAMPLE	Madden NFL ‘22 - PlayStation 5
EXAMPLE	Madden NFL ‘22: Dynasty Edition - Xbox One, Xbox Series X S [Digital]
EXAMPLE	Far Cry 6: Gold Edition - Playstation 5

- 1. Only include if the Video Game is a special edition. Do NOT list is value = Standard Edition
- 2. Only include if dual Entitlement not called out on packaging image. Only include if applicable
- 3. Only include if value for Video Game Format = Digital. Digital should be in brackets.

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2. Site Description Guidelines

Also known as the Short Description

Minimum 50 words required - 65 words recommended

- Information entered here should be in HTML code, sentence case, **paragraph** form no bullet points:
 - <p>Short Description</p>
- The description is key to Search Engine Optimization (SEO) because customers search in ways that match real-life uses and concerns
- No promotional text like free shipping or discounts, no special characters or hyperlinks to other retailers**
 - It is okay to leave promotional text that talks about other items included in the product line, such as accessories, other colors or variations available, other products they manufacturer that work with the item, etc.
- No text that promotes another retailer or redirects you to another website. It should not have any mention of another retailer unless it is related to the product.**
 - Example of **what isn't allowed**: Buy on Amazon!
- For SEO purposes, repeat the product name within the body of the description.
- Ensure your description is unique (i.e., not copied from other sites) and is truly useful for customers. Avoid too much repetition.
- Do not fill with information that would be pointless to the buyer. When crafting the short description, put yourself in your customers' shoes: what would they want to feel, touch, think, want? This is as close as you can come to creating an in-store experience for the online customer.
- How many different ways might people search for this item? If you miss a synonym (or keyword) in your description (e.g. you call the product "sandals" but some customers might call them flip flops"), you can miss out on a portion of customers looking for it.
- Be clear and conversational when writing. You're helping customers make an informed decision; you're not trying to sell them on anything. Some slang is acceptable – as long as it doesn't break an authentic, straightforward tone – since it captures more key terms.
- Use related keywords within the short description. A good way to figure out keywords for your product is to use the values for the attributes you populate. For example, if on the attribute "Recommended Room" you filled out Living Room & Bedroom, these would be good keywords to use in your short description. The keywords should flow organically into the sentences - don't force them.
 - Keywords should describe what the item is, how it is used, how it works, what it looks like, what it feels like, what it is called (other than the given item name, which should also be included), where it can be used, what the customer can do with it, how it is unique, etc.
- This is a required attribute**

Attribute Name
Site Description
Examples
<p>Lego Video Game Example:</p> <p>Find your inner ninja with the all-new LEGO Ninjago Movie Video Game! Play as your favorite ninjas, Lloyd, Jay, Kai, Cole, Zane, Nya and Master Wu to defend their home island of Ninjago from the evil Lord Garmadon and his Shark Army. Master the art of Ninjagility by wall-running, high-jumping and battling the foes of Ninjago to rank up and upgrade the ninja's combat skills. Only in the LEGO Ninjago Movie Video Game will you experience the film across 8 action packed locations each with its own unique Challenge Dojo. And with the Battle Maps, play against friends and family in competitions for up to four players! Master the art of Ninjagility by wall-running, high-jumping and battling the foes of Ninjago to rank up and upgrade the ninja's combat skills. Only in the LEGO Ninjago Movie Video Game will you experience the film across 8 action packed locations each with its own unique Challenge Dojo. And with the Battle Maps, play against friends and family in competitions for up to four players!</p>
<p>Minecraft Example:</p> <p>Minecraft is a game about placing blocks and going on adventures. Explore randomly generated worlds and build amazing things from the simplest of homes to the grandest of castles. Play in creative mode with unlimited resources or mine deep into the world in survival mode, crafting weapons and armor to fend off the dangerous mobs.</p>

3. Key Features Guidelines

Also known as the Long Description

Minimum 3 bullets required - 4 bullets recommended

- Begin each bullet point with a capital letter
- **Write with sentence fragments and do not include ending punctuation**
- Product name should be repeated as the first line, bolded, no bullet
- If you want to add more Key Features, just copy/paste any Key Features column in the spec to create a new entry. You can only do this for attributes with the (+) sign.
- **No promotional text like free shipping or discounts, no special characters or hyperlinks to other retailers**
 - It is okay to leave promotional text that talks about other items included in the product line, such as accessories, other colors or variations available, other products they manufacturer that work with the item, etc.
- **No text that promotes another retailer or redirects you to another website. It should not have any mention of another retailer unless it is related to the product.**
 - Example of **what isn't allowed**: Buy on Amazon!
- Do not repeat the same information from the short description or convert the short description into bullets - your key features must be unique
- Maintain a consistent order. If your first bullet point talks about the product's design followed by recommended use, and then what's included, keep that same order for all your products within the same product type family
- Reiterate important information from the title and description
- No special characters such as #, * or !
- **This is a required attribute**

Attribute Name
Key Features
Examples
<p>Mario Kart 8 Deluxe - Nintendo Switch:</p> <ul style="list-style-type: none">• Hit the road with the definitive version of Mario Kart 8 and play anytime, anywhere• Race your friends or battle them in a revised battle mode on new and returning battle courses• Play locally in up to 4-player multiplayer in 1080p while playing in TV Mode• Every track from the Wii U version, including DLC, makes a glorious return• The Inklings appear as all-new guest characters, along with returning favorites, such as King Boo, Dry Bones and Bowser Jr. <p>Animal Crossing: New Horizons - Nintendo Switch:</p> <ul style="list-style-type: none">• Build your community from scratch on a deserted island brimming with possibility• Create your personal getaway and customize your character, home, decorations, and even the landscape itself• Collect materials to construct everything from furniture to tools Then, use what you create to give your island a personal touch• Get to know the island residents, garden, fish, decorate, hunt for fossils, and more• Show off your paradise – play on the same system with a total of 4 people, or play together online or over local wireless for fun with up to 8 players

Attribution Guidelines

Search and browse experiences are based on populating defined attributes and values. If these values are not completed during item set up, items will not be optimized for search, and will fail to appear when customers click through the filter on assortments using refinement values.

There are also attributes required to ensure your items can be added to cart on the site.

If any of these required fields are not populated, your item will not be published. A list of the attributes and their acceptable values are further defined in this section.

CONTENT STANDARDS WEBSITE

Please go to our new Content Standards site
for **additional information on attribution.**



All Video Game Software Attributes

Below are the mandatory attributes for the Video Game Software Product Type Group.
Any required attribute listed in this guide that doesn't have a value will

FAIL VALIDATION AND MAY CAUSE DELAYS IN PUBLISHING.

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Brand Name	<p>The name provided by the brand owner that is intended to be recognized by the consumer as represented on the product.</p> <p>If item does not have a brand, use "Unbranded".</p> <p>This should be the brand ONLY, not brand + product line. Make sure brand name is spelled, punctuated & capitalized properly according to the brand itself.</p>	<ul style="list-style-type: none">AtariActivisionRescue Team DXRockstar GamesUbisoftBethesda SoftworksElectronic Arts	Open	No	Required
Video Game Format	Describes the format in which a customer would be receiving the video game software .	<ul style="list-style-type: none">DigitalPhysical	Closed	No	Required
Sports League	<p>If your item has any association with a specific sports league, enter the league name. Abbreviations are fine.</p> <p>NOTE: This attribute flags an item for inclusion in the online fan shop.</p>	<ul style="list-style-type: none">NFLWWEMLBNBANASCARUSA Archery	Open	Yes	Recommended
Count Per Pack	<p>The number of identical items inside each individual pack given by the "Multipack Quantity" attribute.</p> <p>Examples:</p> <ul style="list-style-type: none">A single bottle of 50 pills has a "Count Per Pack" of 50.A package containing two identical bottles of 50 pills has a "Count Per Pack" of 50.A 6-pack of soda labeled for individual sale connected by plastic rings has a "Count Per Pack" of 1.A 6-pack of soda in a box whose cans are not marked for individual sale has a "Count Per Pack" of 6.A gift basket of 5 different items has a "Count Per Pack" of 1.	<ul style="list-style-type: none">121050	Open	No	Required

All Video Game Software Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Total Count	<p>The total number of identical items in the package or box; a result of the multiplication of Multipack Quantity by Count Per Pack.</p> <p>Examples:</p> <ul style="list-style-type: none">• A single bottle of 50 pills has a “Total Count” of 50.• A package containing two identical bottles of 50 pills has a “Total Count” of 100.• A gift basket of 5 different items has a “Total Count” of 1.	<ul style="list-style-type: none">• 1• 50• 100	Open	No	Required
Rating Reason	<p>The reason for the rating of an entertainment product, such as a TV show, Movie, or Musical Album. Reasons for suggesting that content is not appropriate for a general audience include Profanity, Drug Use, Violence, Nudity, and Sexual Content.</p> <p>Only required if “ESRB Rating” Value = “Adults Only 18+;Mature 17+;Rating Pending;Rating Pending - Likely Mature 17+;Adult;Mature”</p>	<ul style="list-style-type: none">• Alcohol Reference• Animated Blood• Blood• Blood & Gore• Cartoon Violence• Comic Mischief• Crude Humor• Drug Reference• Fantasy Violence• Intense Violence• Language• Lyrics• Mature Humor• Nudity• Partial Nudity• Profanity <ul style="list-style-type: none">• Real Gambling• Sexual Content• Sexual Themes• Sexual Violence• Simulated Gambling• Strong Language• Strong Lyrics• Strong Sexual Content• Substance Abuse• Suggestive Themes• Tobacco Reference• Use of Alcohol• Use of Drugs• Use of Tobacco• Violence• Violent References	Closed	Yes	Conditionally Required
Is Downloadable Content Available	Is extra content available to extend/enhance the experience through a download?	<ul style="list-style-type: none">• Y• N	Closed	No	Recommended
Sports Team	<p>If your item has any association with a specific sports team, enter the team name.</p> <p>NOTE: This attribute flags an item for inclusion in the online fan shop.</p>	<ul style="list-style-type: none">• San Jose Earthquakes• San Jose Sharks• Golden State Warriors• Las Vegas Raiders• San Francisco 49ers• San Francisco Giants• Stanford Cardinal• Oakland Athletics	Open	Yes	Recommended

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Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Athlete	A well-known athlete associated with a product, if applicable. This is used to group items in Fan Shop, not to describe a line of clothing.	<ul style="list-style-type: none">• Cristiano Ronaldo• LeBron James• Lionel Messi• Neymar Jr.• Roger Federer• Kevin Durant• Tiger Woods• James Rodriguez• Rafael Nadal• Kobe Bryant• Tom Brady• Conor McGregor• Usain Bolt• Michael Jordan• John Cena	Open	Yes	Recommended
Video Game Series	The series or collection of the video game.	<ul style="list-style-type: none">• Assassin’s Creed Chronicles: Russia• Battlefield 4: Legacy Operations• Call of Duty: Black Ops• Damage Inc. Pacific Squadron WWII• FIFA Football 2002• Madden NFL 12	Open	No	Recommended
Content Type	Type of online streaming or downloadable content.	<ul style="list-style-type: none">• Episode• Free-To-Play• Season• Series• Virtual Currency• Upgrade Pack	Open	No	Recommended
Character	A person or entity portrayed in print or visual media. A character might be a fictional personality or an actual living person.	<ul style="list-style-type: none">• Mario• Pac-Man• Levi Ackerman• Chun-Li• Deadpool• Wolverine• Power Rangers• Angry Birds	Open	Yes	Recommended
Character Group	Character group name or fictional team name as they appear in a media product.	<ul style="list-style-type: none">• Delta Squad• The GGs• The Elite Four• Team Star Fox• X-Men	Open	Yes	Recommended

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Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Multipack Quantity	<p>The number of identical, individually packaged-for-sale items. If an item does not contain other items, does not contain identical items, or if the items contained within cannot be sold individually, the value for this attribute should be “1.”</p> <p>Examples:</p> <ul style="list-style-type: none">• A single bottle of 50 pills has a “Multipack Quantity” of 1.• A package containing two identical bottles of 50 pills has a “Multipack Quantity” of 2.• A 6-pack of soda labeled for individual sale connected by plastic rings has a “Multipack Quantity” of 6.• A 6-pack of soda in a box whose cans are not marked for individual sale has a “Multipack Quantity” of 1.• A gift basket of 5 different items has a “Multipack Quantity” of 1.	<ul style="list-style-type: none">• 1• 2• 4• 6	Open	No	Required
Number of Pieces	<p>The number of small pieces, slices, or different items within the product. Piece Count applies to things such as puzzles, building block sets, and products that contain multiple different items (such as tool sets, dinnerware sets, gift baskets, art sets, makeup kits, or shaving kits.)</p> <p>Examples:</p> <ul style="list-style-type: none">• A gift basket of 5 different items has a “Piece Count” of 5.• A 105-Piece Socket Wrench set has a piece count of “105.”• A 500-piece puzzle has a “Piece Count” of 500.	<ul style="list-style-type: none">• 5• 105• 500	Open	No	Recommended
Net Content <i>Measure</i>	<p>The numeric net content portion that appears on an item.</p> <p>For example, a gallon of milk has 128 Fluid Ounces: Measure = 128 and Units = Fluid Ounces.</p> <p><i>This is part of the parent attribute, Net Content. You will need to enter both the Measure (number) + the Unit (unit of measure) for this attribute.</i></p>	<ul style="list-style-type: none">• 1• 12• 32	Open	No	Required

All Video Game Software Attributes Continued

Attribute	Description	Examples/Value List		List Type	Multiple Values	Requirement Level
Net Content <i>Unit</i>	<p>The unit of measure as defined on the product labeling.</p> <p>For example, a gallon of milk has 128 Fluid Ounces: Measure = 128 and Units = Fluid Ounces.</p> <p><i>This is part of the parent attribute, Net Content. You will need to enter both the Measure (number) + the Unit (unit of measure) for this attribute.</i></p>	<ul style="list-style-type: none">• Fluid Ounces• Quart• Square Foot• Gallon• Foot• Quart Dry• Case• Liter• Kilogram• Yard• Inch	<ul style="list-style-type: none">• Gram• Meter• Centiliter• Cubic Foot• Ounce• Pint• Each• Pound• Milliliter• Centimeter• Pallet/Unit Load	Closed	No	Required
Occasion	The particular target time, event, or holiday for the product.	<ul style="list-style-type: none">• Halloween• Christmas• Wedding• Anniversary• Back to School• Birthday• Graduation		Open	Yes	Recommended
Sport	<p>If the product is sports-related, the name of the specific sport depicted on the product, or the target sport for the product use</p> <p><i>Only required if “Video Game Genre” Value = “Sports Game”</i></p>	<ul style="list-style-type: none">• Hiking• Wrestling• Olympic Sports• Cycling• Surfing• Basketball	<ul style="list-style-type: none">• Baseball• Rowing• Dance & Fitness• Football• Golf	Open	Yes	Conditionally Required
Technology	Type of technological version of the real physical world that is achieved through the use of digital visual elements, sound, or other sensory stimuli, delivered via technology.	<ul style="list-style-type: none">• Augmented Reality• Mixed Reality• Virtual Reality• Extended Reality		Closed	Yes	Recommended
Title	The name given to the work. Does not include any marketing adjectives outside of the given name	<ul style="list-style-type: none">• Zombie Chronicles• Black Ops 3• Halo 3• America’s Army		Open	No	Required

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Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Manufacturer Name	The name of the manufacturer.	<ul style="list-style-type: none">• Electronic Arts• Microsoft• Sony Computer Entertainment• Nintendo• Mojan• Activision Blizzard• Rockstar Game• Epic Game• Ubisoft	Open	No	Required
Media Format	The form in which the customer receives the product.	<ul style="list-style-type: none">• DVD• CD• Game Cards• Blu-ray	Closed	Yes	Recommended
Video Game Platform	A list of the hardware that is compatible with this video game.	<div><ul style="list-style-type: none">• Atari• Classic Game Console• Mac• Meta• Meta Quest 2• Meta Quest Pro• Mobile• Nintendo• Nintendo 2DS• Nintendo 3DS• Nintendo 64• Nintendo DS & DSi• Nintendo Gamecube• Nintendo NES Classic• Nintendo Switch• Nintendo Switch Lite• Nintendo Switch OLED• Nintendo Wii<ul style="list-style-type: none">• Nintendo Wii U• Super Nintendo• PlayStation• PlayStation 2• PlayStation 3• PlayStation 4• PlayStation 5• PlayStation Portable• PlayStation VR• PlayStation Vita• PC• VTech InnoTab• Xbox• Xbox 360• Xbox One• Xbox One X• Xbox Series S• Xbox Series X</div>	Closed	Yes	Required

All Video Game Software Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Video Game Genre	A video game genre is a specific category of games related by similar gameplay characteristics. The game genres most strongly associated with the item.	<div><div><ul style="list-style-type: none">• Art Game• Action & Adventure• Action Role-Playing Game• Beat ‘Em Up• Board Game• Car Simulation• Card Game• City Simulation• Educational Game• Fighting• First-Person Shooter• Flight Simulation• Horror• Hunting Game• Indie• Kids & Family• Life Simulation• Construction & Management Simulation• Military Vehicle Simulation• Massively Multiplayer Online Game</div><div><ul style="list-style-type: none">• Music Game• Party Game• Programming Game• Platformer Game• Puzzle Game• Racing Game• Real-Time Strategy• Retro• Role-Playing• Shooter• Simulation• Sports Game• Strategy• Survival• Survival Horror• Tactical Role-Playing Game• Tactical Shooter• Third-Person Shooter• Turn-Based Strategy• Trading Card Game• Tower Defense• Health & Fitness</div></div>	Closed	Yes	Required
Condition	Use this to describe the state of an item.	<ul style="list-style-type: none">• Used• Open Box• New• New With Defects• Restored	Closed	No	Required
Release Date	Indicates the release date of a product from the manufacturer, in the format yyyy-mm-dd. This will be the date on which distribution of the product will be initiated.	<ul style="list-style-type: none">• 2016-01-20• 2020-05-17	Open	No	Required

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Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Target Audience	The demographic for which the item is targeted.	<ul style="list-style-type: none">• Students• Harry Potter Fans• Football Fans• Family	Open	Yes	Recommended
ESRB Rating	The rating as provided by the Entertainment Software Rating Board.	<ul style="list-style-type: none">• Adults Only 18+• Everyone• Everyone 10+• Mature 17+• Rating Pending• Rating Pending - Likely Mature 17+• Teen	Closed	No	Required
Edition	The specific edition of the item.	<ul style="list-style-type: none">• Standard Edition• Deluxe Edition• Gold Edition• Definitive Edition• Director's cut• Remastered• Game of the Year Edition• MVP Edition	Open	No	Recommended

All Video Game Software Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Required Peripherals	Any ancillary devices necessary to use the software.	<ul style="list-style-type: none">• Playstation Move• Kinect• Flatbed Scanner• Joysticks• Light Guns• Gaming Mouse• Bluetooth Game Controllers• Steam Machine• Steam Hardware• Steam Controller• Virtual Reality Headset• VR• Monitor• Gaming Keyboard• Skin• Game Controllers• Memory Units• Playstation VR• Play-Yan <ul style="list-style-type: none">• E-Reader• Game Boy Camera• Game Boy Player• Wide-Boy 64• Nintendo 64DD• Expansion Pak• Super Game Boy• Famicom 3D System• Aladdin Deck Enhancer• Sega 32X• Mega-CD• Sega Channel Adapter• Atari Jaguar CD• Turbotap• Turbografx-CD/CD-ROM• PC Engine LT• Turboexpress• PC Engine Shuttle• Super CD-ROM	Open	Yes	Recommended
Delivery Method	Determines the method and time period for how an item is delivered to a customer. <i>Only required if “Video Game Format” Value = “Digital”</i>	<ul style="list-style-type: none">• Download• Send Via Email	Closed	No	Conditionally Required
Multiplayer Gameplay Modes	Describes the type of gameplay modes available in a video game (e.g. cooperative, versus). The term gameplay usually refers to the different ways that players interact with the gaming environment.	<ul style="list-style-type: none">• Local Multiplayer• Single-Player• Player Versus Player• Cooperative• Online Multiplayer• Cross-Platform	Closed	Yes	Recommended

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Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Age Group	<p>General grouping of ages into commonly used demographic labels.</p> <ul style="list-style-type: none">• Infant, 0-1• Toddler, 1-3• Child, 4-10• Tween, 11-13• Teen, 14-17• Adult, 18-64• Senior, 65+	<ul style="list-style-type: none">• Child• Adult• Teen• Tween	Closed	Yes	Recommended
Minimum Number of Online Players	The minimum number of players that an online video game can accommodate	<ul style="list-style-type: none">• 1• 2• 3	Open	No	Recommended
Maximum Number of Online Players	The maximum number of players that an online video game can accommodate	<ul style="list-style-type: none">• 5• 10• 100000	Open	No	Recommended
Maximum Number of Offline Players	The maximum number of players that a video game can accommodate offline	<ul style="list-style-type: none">• 25• 50• 100	Open	No	Required
Minimum Number of Offline Players	The minimum number of players that a video game can accommodate offline	<ul style="list-style-type: none">• 1• 2• 3	Open	No	Required
System Requirements	The basic requirements necessary of any system in order to satisfactorily run the software.	<ul style="list-style-type: none">• Windows 7 or later• Intel Core 2 Duo 1.8Ghz or AMD Athlon X2 64 2.4Ghz Processor• 2GB RAM• 15GB Free Hard Drive Space	Open	No	Recommended

All Video Game Software Attributes Continued

Attribute	Description	Examples/Value List	List Type	Multiple Values	Requirement Level
Studio & Production Company	Developer/Company that is credited with creation of the video game.	<ul style="list-style-type: none">• Infinity Ward• Insomniac Games• Raven Software• Naughty Dog• PopCap games• Mythical Games	Open	Yes	Required
ESRB Interactive Elements	ESRB claim that describes the presence of interactive or online features that may be of interest or concern to customers. These features include user interaction, sharing a user’s location with other users, in-game purchases, and other online capabilities.	<ul style="list-style-type: none">• In-Game Purchases• In-Game Purchases (Includes Random Items)• Users Interact• Shares Location• Unrestricted Internet• Online Music Not Rated by the ESRB• No Interactive Element	Closed	Yes	Required

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