

## 6.5.7 Pre-order Business Models

A pre-order is a product offering by which consumer purchases are permitted prior to release date.

The [Release](#) may take the same form as that which is available after the pre-order period or it may have exclusive elements only available as part of the pre-order offering, during the pre-order period. It may also have tracks that are fulfilled upon purchase during the pre-order period, while the rest of the [Release](#) is fulfilled on release date at the end of the pre-order period. A pre-order can have a mix of bonus and instant gratification tracks and it is also possible for a track to be both instant gratification and bonus.

Such pre-orders business models, if supported, shall meet the following rules:

1. The `isPreorderDeal` flag in the relevant `Deal` shall be set to true.
2. The `ReleaseDisplayStartDate/ReleaseDisplayStartDateTime`, `TrackListingPreviewStartDate/TrackListingPreviewStartDateTime`, `CoverArtPreviewStartDate/CoverArtPreviewStartDateTime` and `ClipPreviewStartDate/ClipPreviewStartDateTime` shall be communicated if necessary. Note: if one of these dates needs to be communicated, all of them need to be communicated.
3. If only a subset of these four dates or date-times need to be communicated, the others need to contain the start date of the entire `Deal`.