



EIDR Use at Warner Bros.

Warner Bros. Business Drivers supported by EIDR



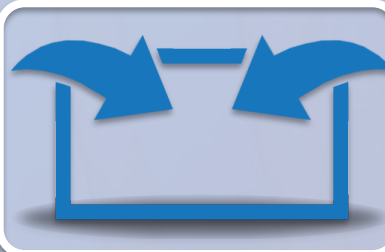
Drive New Revenue

- Increased volume
- Enhanced discoverability



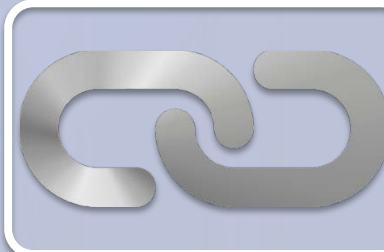
Eliminate Version Confusion

- Match using EIDRs not Titles
- Industry standard



Aggregate Reporting

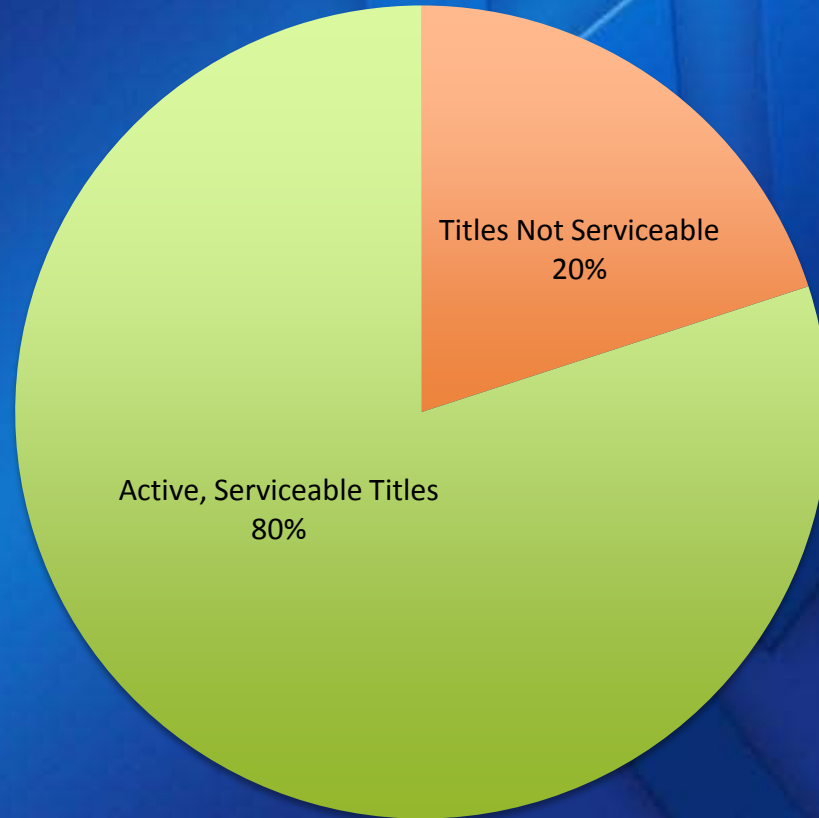
- Match reports using EIDRs



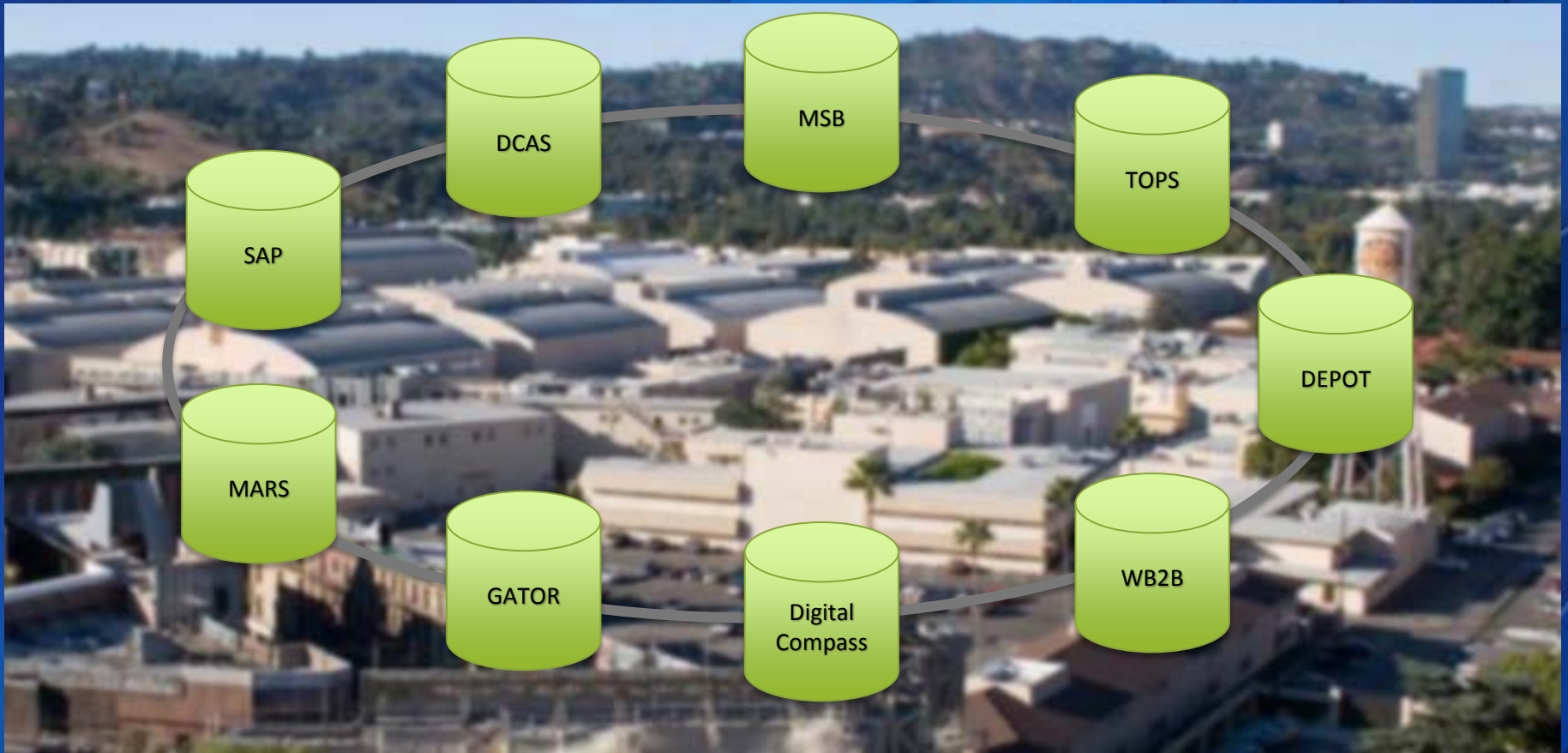
Streamline Supply Chain

- Reduce costs
- Increase productivity
- Decrease re-deliveries

Warner Bros. EIDR Catalog Registration



Warner Bros. System Integrations with EIDR



Warner Bros. System Integrations with EIDR



Supply Chain Efficiency Business Case

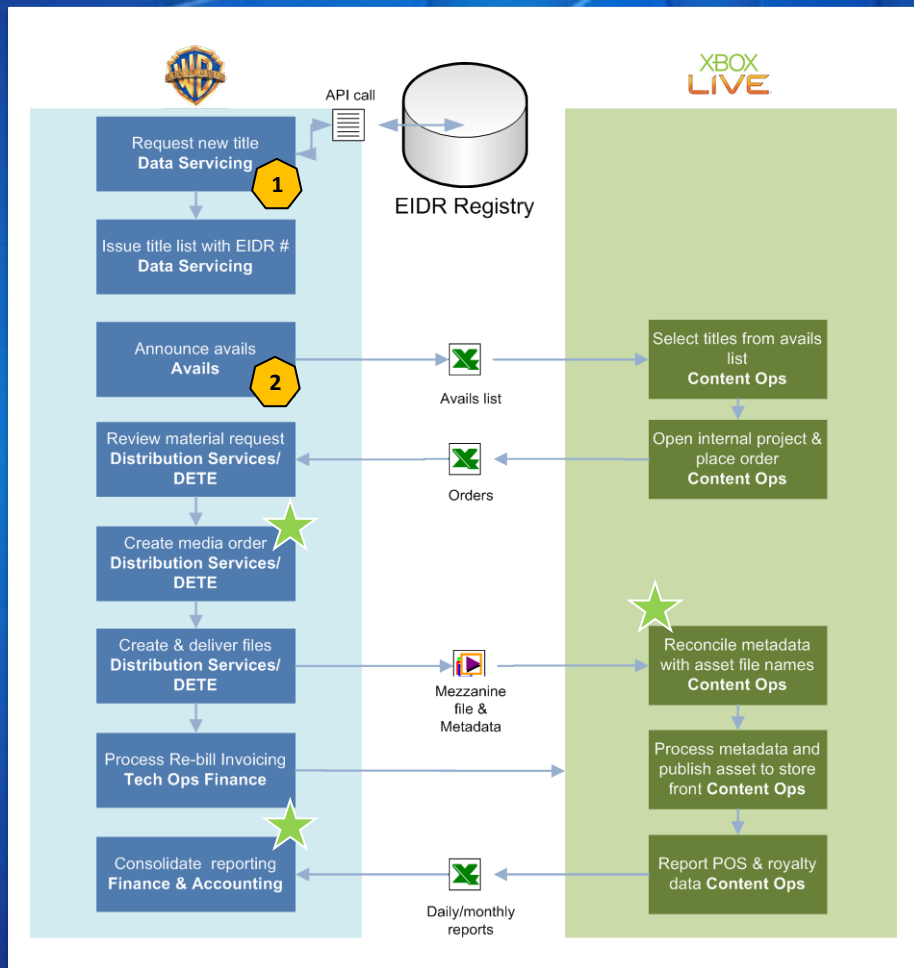
Integration Points

The scope of this pilot included development of 2 new integration points for WB:

- 1** WB's MSB metadata management system to the EIDR directory. Requests and applies new EIDR #'s to WB titles.
 - 2** WB's MSB system to the Avails system (RRTS) to provide the EIDR # on titles
- Facilitating Xbox Live reporting back to WB with EIDR detail

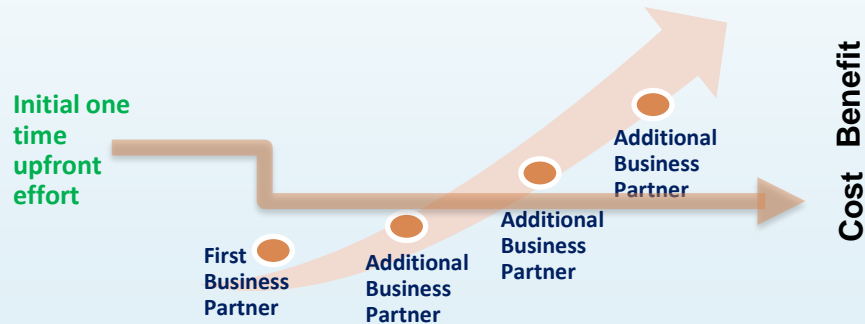
Benefits Identified

- Reduction in QC efforts
- Reduction in customer queries
- Improved reporting / invoicing capabilities



Supply Chain Efficiency EIDR Workflow Savings

- Total estimated direct savings with 1 business partner:
650 hours/year
- Total estimated future savings with 1 business partner:
1,100 hours/year



Abstractions



"Blade Runner"
EA73-79D7-1B2B-B378-3A73-M



"A Star is Born" 1937
77BB-2AF8-FCE7-6BE2-FCEC-Y



"A Star is Born" 1954
330F-2E33-EDB9-33A1-40F7-O



"A Star is Born" 1976
D6E2-A009-AFC2-F847-6B70-R



"The Hangover"
5A9F-E002-63C3-8BC9-1FE7-8

Edits

Theatrical - 6E98-7A29-CD01-DFA3-4218-H

The Director's Cut - 7290-C8AD-12BA-4F93-3B07-7

The Final Cut - E591-87E8-122F-F5F5-FEF8-3

Theatrical - C810-32C0-A83D-8B3B-882A-K

Theatrical - FFDE-935B-54BB-41EE-81F4-0

Special Extended Edition – Edit EIDR TBD

Theatrical - B8AF-29E3-63AD-DEDD-0825-Z

Theatrical - BF71-21E3-39FD-3F90-EFCA-X

International Censored - 9BAA-0049-5714-FE96-6BCA-T

Unrated - 25BF-A18B-96FF-BDD1-68A2-F

Abstractions



"Blade Runner"
EA73-79D7-1B2B-B378-3A73-M



"A Star is Born" 1937
77BB-2AF8-FCE7-6BE2-FCEC-Y



"A Star is Born" 1954
330F-2E33-EDB9-33A1-40F7-O



"A Star is Born" 1976
D6E2-A009-AFC2-F847-6B70-R



"The Hangover"
5A9F-E002-63C3-8BC9-1FE7-8

Edits

Theatrical - 6E98-7A29-CD01-DFA3-4218-H

The Director's Cut - 7290-C8AD-12BA-4F93-3B07-7

The Final Cut - E591-87E8-122F-F5F5-FEF8-3

Theatrical - C810-32C0-A83D-8B3B-882A-K

Theatrical - FFDE-935B-54BB-41EE-81F4-0

Special Extended Edition – Edit EIDR TBD

Theatrical - B8AF-29E3-63AD-DEDD-0825-Z

Theatrical - BF71-21E3-39FD-3F90-EFCA-X

International Censored - 9BAA-0049-5714-FE96-6BCA-T

Unrated - 25BF-A18B-96FF-BDD1-68A2-F

Edits

Theatrical - 6E98-7A29-CD01-DFA3-4218-H

The Director's Cut - 7290-C8AD-12BA-4F93-3B07-7

The Final Cut - E591-87E8-122F-F5F5-FEF8-3

Theatrical - C810-32C0-A83D-8B3B-882A-K

Theatrical - FFDE-935B-54BB-41EE-81F4-0

Special Extended Edition – Edit EIDR TBD

Theatrical - B8AF-29E3-63AD-DEDD-0825-Z

Theatrical - BF71-21E3-39FD-3F90-EFCA-X

International Censored - 9BAA-0049-5714-FE96-6BCA-T

Unrated - 25BF-A18B-96FF-BDD1-68A2-F

Edits

Theatrical - 6E98-7A29-CD01-DFA3-4218-H

The Director's Cut - 7290-C8AD-12BA-4F93-3B07-7

The Final Cut - E591-87E8-122F-F5F5-FEF8-3

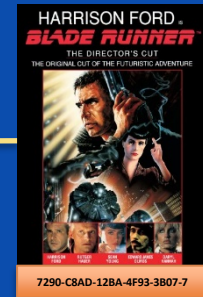
eMasters

"Blade Runner"
Theatrical Cut
HD eMaster
6E98-7A29-CD01-DFA3-4218-H

"Blade Runner"
Director's Cut
HD eMaster
7290-C8AD-12BA-4F93-3B07-7

"Blade Runner"
The Final Cut
HD eMaster
E591-87E8-122F-F5F5-FEF8-3

Artwork





Thank you for your time!