



EIDR Alt ID Case Study: Sony Pictures

- **Need:** To greenlight a project, comparable films are analyzed to help predict the likely return on investment.
- **Issue:** To obtain a complete picture of competitive title performance, data from multiple sources covering multiple territories and distribution channels must be collated. This requires significant manual effort.
- **Solution:** Use common identifiers to link data from multiple sources.
 - IMDb ID are quite common, Sony MPM IDs were used to retrieve previously matched IMDb IDs from EIDR linked EIDR records
 - Rovi IDs could be used to match additional Sony MPM and EIDR records, pulling more IMDb IDs
 - EIDR's matched Flixster IDs were used to pull Tomatometer ratings via the Rotten Tomatoes API