EIDR
Entertainment Identifier Registry

What is EIDR?

EIDR (the Entertainment Identifier Registry Association) is a not-for-profit industry association that manages an enterprise database of standard, machine-readable content identifiers for more than 1,000,000 movies, television program. Membership comprises Hollywood studios, most major broadcast and cable television networks, plus major content distributors ranging from Comcast to Amazon to Canal+. The EIDR Registry comprises highly curated, globally unique identifiers for the entire range of audiovisual object types that are relevant to entertainment commerce. The EIDR content identification architecture provides a rich, hierarchical structure for distinguishing between different creative and technical versions of a given film or television program.
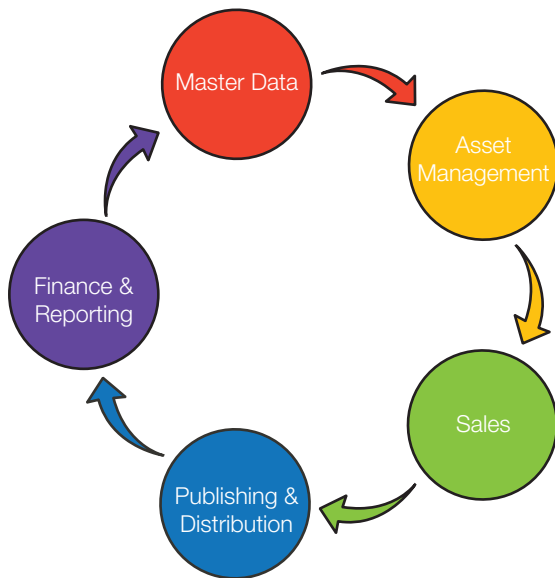
EIDR IN WARNER BROS. SYSTEMS

Master Data Management

Media Asset Management

Advertising Asset Management

Digital Archive

Digital Client Avails System

Content Order Tracking System

Digital-End-To-End Content Encoding & Delivery

Business-to-Business Portals

Direct-to-Consumer Company Portals

Legal & Financial Business Application

EIDR as "Connective Tissue" for Content Systems Integration

Warner Bros. faces challenges typical for any content producer or distributor in a rapidly changing video marketplace. They must orchestrate technical, business, legal and financial systems in order to create and distribute films or televisions programs to theatrical, broadcast or the growing number of digital platforms. EIDR Identifiers is now employed as a key to provide connective tissue between these systems.

For more on these and other applications of the EIDR content identifier, please contact info@eidr.org

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EIDR BENEFITS SUMMARY

Application	Purpose	Cost Saving/Efficiency
Current		
Master Data Management	EIDR provides flexibility to define IP setup and Track Versions of IP, eliminating servicing confusion. EIDR presents a common ID to tie together title records across multiple lines-of-business.	Single source of EIDR creation within the Studio. EIDR IDs are syndicated to multiple systems to support Metadata and Content Distribution.
Media Asset Management	Adds data point to tie IP-to-Assets. Supports Version Control.	Reduces Asset Research Time by providing Discrete Version Discoverability.
Digital Asset Management	EIDR utilization will provide Enterprise-View of Ad/Pub Artwork Assets within the Warner Bros. Digital Asset Management Repository. EIDR ties together assets across multiple Lines-of-Business to enable the repurposing of Assets. EIDR enables the infrastructure to automate Metadata/Image Auto-feeds and the delivery of Artwork to Vendors creating Media Content Delivery Packages.	Mapping EIDR IDs (Abstract and Edits) to all Ad/Pub/Marking Image Assets to provide discoverability and automation.
Digital Asset Management Archive	EIDRs are utilized to organize the Warner Bros. Media Preservation Master Library at a Version Level.	EIDR hierarchy is being leveraged for more efficient search and collation of assets at the Abstract and Edit/Version levels.
Digital Client Avails System	The Digital Client Avails System utilizes EIDR to Avail EST, VOD and UltraViolet content at a Version Level. Avails Communications are sent twice-a-month, covering offers for 130+ Territories.	EIDRs is included in product announcements globally. Edit EIDRs here also support identification of product special versions like Director's Cuts.
Content Order Tracking System	EIDR is an optional ID to quickly search for Servicing Assets for Digital Clients and Servicing Reps. It ties together EIDR IDs from the Avails List with a platform to initiate Orders and monitor the progress of the Servicing Workflow.	Reduces time in researching assets.
Digital-End-To-End Content Encoding & Delivery	EIDRs are mapped to Digital Servicing Library of Warner Bros. Content Masters. EIDR IDs can be used to call the Warner Bros. Master Data Management Web Service to provide metadata to package within XML Manifest.	EIDR IDs enables automated XML manifest creation. This was recently used in support of the launch of the Boomerang subscription service. EMA XML manifest is in development.
Direct-to-Consumer Company Portal	EIDR provides a hierarchical structure to manage all territory instances of WB.com Portals. EIDR is being utilized to structure and update the CMS.	The WB.com team utilizes EIDR IDs to collect new data or marketing images specific to territories via Web service automation.
Future		
Legal & Financial Business Application	EIDR will enable global roll-up reporting & planning. EIDR Round-Trip Reporting is on the Warner Bros. roadmap.	Will enable roll-up reporting of digital revenue.
Business-to-Business Portal	EIDR will enable EIDR web access for all of Warner Bros. digital clients. **EIDR WB2B integration is on the near-term roadmap.	Will provide asset and data discoverability via EIDR IDs to all distribution partners.