

EIDR in ATSC 3.0

Fact Sheet

What is EIDR?

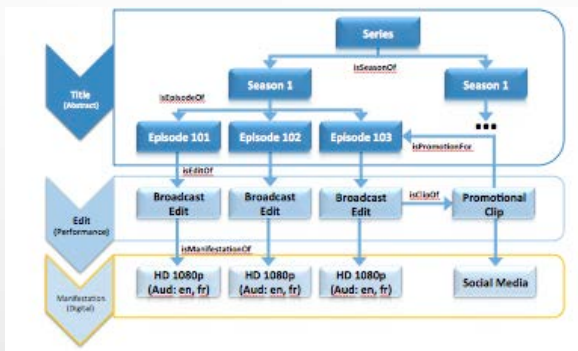
EIDR (the Entertainment Identifier Registry Association) is a not-for-profit industry association that manages an enterprise database of standard, machine-readable content identifiers for more than 800,000 movies, television programs, plus the creative or technical versions needed for today's complex video supply chains. Membership comprises the major Hollywood studios, most domestic U.S. broadcast and cable television networks, plus major content distributors ranging from Comcast to Amazon.

All identifiers take the form of a standard 20 digit, hexadecimal string, plus a check digit and a prefix situating the ID in the domain reserved for audio-visual content of the ISO standard Digital Object Identifier system, a robust and highly scalable system.

Ad-ID is an interoperable, domain-specific identifier for use in advertising workflows, often together with EIDR.

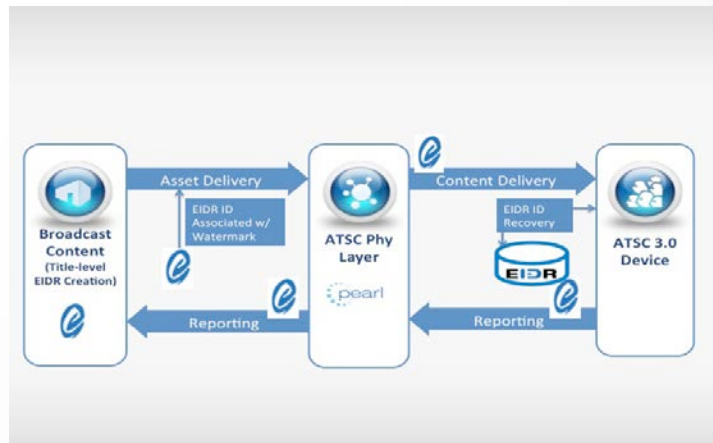
Defining the Right ID for ATSC

The EIDR content identification architecture provides for a rich, hierarchical structure for distinguishing between different creative and technical versions of a given audio-visual work. In addition to the original title-level ID, it is likely that broadcasters will want to create a broadcast Edit, or Level 2 ID, for the version of the program intended for linear playback. For live local sports or news, it may be helpful to consult EIDR Provisional Data and Live Event Best Practices.



EIDR in an ATSC 3.0 Workflow

ATSC 3.0 specifications provide for a broadcast-IP hybrid architecture for interactive services. The architecture is still in development, but several elements can accommodate identifier solutions. For example, ATSC 3.0 defines standard watermark technology for carrying data payloads, and a binary format of EIDR has been defined for embedding EIDR identifiers in very small payload containers. (The same formats are also used, for example, in forensic watermarking for anti-piracy purposes.) EIDR is referenced in the ATSC 3.0 Content Recovery in Redistribution specification, defining how identifier data can be delivered or recovered, for example in content delivered over the air that may not directly reach an ATSC device receiving video from a set-top box. EIDR and Ad-ID are also called out in the ATSC Service Measurement specification.



The Value Proposition

Synchronized Second-Screen Applications

Machine-readable, industry-accepted IDs enable automated matching of content to related apps, often across partner ecosystems.

Dynamic and Targeted Advertising

Use EIDR and Ad-ID for better content description to link to ad campaign target demographics.

Better Ratings and Measurement

EIDR/Ad-ID recovery at the device level enables direct viewer measurement. The EIDR hierarchy enables granular or aggregate measurement in broadcast or subsequent distribution windows.