

EIDR in Broadcast Operations

Fact Sheet

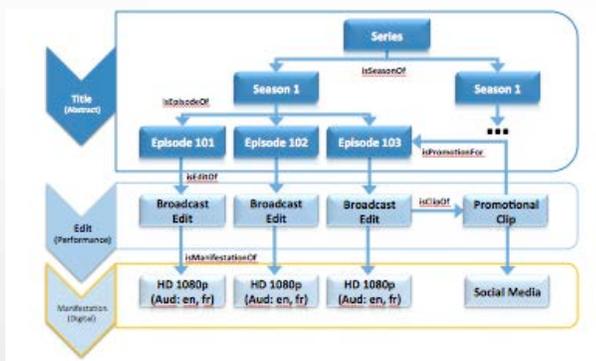
What is EIDR?

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.

Defining the Right ID for Broadcast

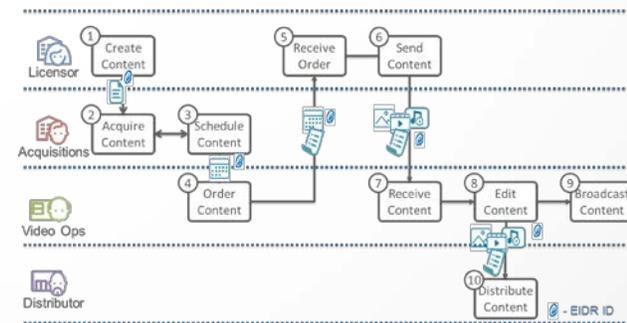
The EIDR content identification architecture provides for a rich, hierarchical structure for distinguishing between different creative and technical versions of a given audio-visual work. In addition to the original title-level ID, it is likely that broadcasters will want to create a broadcast Edit, or Level 2 ID, for the version of the program intended for linear playout. Post-broadcast repackaging can be further managed by consulting EIDR Edits Best Practice documentation.



EIDR in Broadcast Workflow

Broadcast represents a complicated content-based workflow, requiring the coordination of a variety of transmission as well as transformational activities, involving multiple parties and systems. (See graphic.) The content morphs from an original abstract to edits and ultimately the manifestations used in the distribution and broadcast activities.

With the recent completion of an updated Edits Best Practices, planning has begun among several broadcasters on proof of concept workflows. This work recognizes that EIDR eliminates the confusion and unnecessary manual effort of matching and mapping content information between organizations, systems and activities throughout the process.



The Value Proposition

Supply Chain Efficiency

Machine-readable, industry-accepted IDs enable automated matching of content across partner ecosystems. Cost savings and time-to-market for new content proven in digital online use cases.

Dynamic and Targeted Advertising Insertion

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

Better Viewership Measurement

ID recovery at device level enables direct measurement. EIDR hierarchy enables granular or aggregate measurement of content in broadcast or subsequent distribution windows.