

# EIDR in Digital Cinema

## Fact Sheet

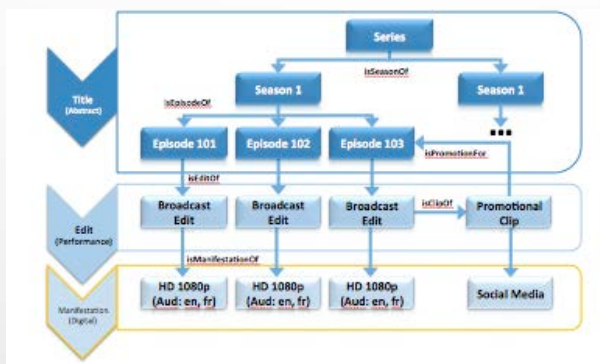
### What is EIDR?

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 Use in a Digital Cinema Package

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 digital cinema workflows, video, audio, subtitles and other components are delivered as part of a Digital Cinema Package (DCP), and a composition playlist (CPL) defines how the elements are played out. Existing post-production processes ensure that an Edit EIDR exists for each CPL. What remains is to devise a convention for embedding Edit Level EIDRs in CPLs as part of the DCP creation process.



### EIDR in a Digital Cinema Workflow

With the proper EIDR ID and level, engineers must decide where and how the ID will be embedded and transmitted. Within the CPL, the **ContentVersion** field seems ideally suited for this if SMPTE specifications can be amended to allow this use. In the near term, the alternative is to make use of the CPL's extension mechanism. The following convention has been proposed for this use case:

```
<ExtensionMetadataList>
  <ExtensionMetadata
    scope="http://eidr.org/EIDR/2016">
    <Name>EIDR</Name>
    <PropertyList>
      <Property>
        <Name>structural-type</Name>
        <Value>urn:eidr:10.5240:XXXX-XXXX-XXXX-XXXX-C</Value>
      </Property>
    </PropertyList>
  </ExtensionMetadata>
</ExtensionMetadataList>
```

### The Value Proposition

#### Better Mapping

Many Theatre Management Systems depend upon manual mapping of Feature CPLs to master "titles" in order to interpret playout logs for reporting purposes, to facilitate playlist building and to target pre-show content at particular film titles. Such processes could be automated by drawing upon the EIDR registry as a source of master titles.

#### Fully Automated Theatrical Automation

It is common for TMS systems to be linked to POS scheduling systems so that the schedules already planned by the exhibitor can be directly imported into the TMS and downstream playback systems. EIDR tagged CPLs in combination with adoption of EIDR title integration on both sides could unlock fully automated theatrical operation.

#### Fully Automated Content Delivery

Exhibitors book titles with distributors, but receive CPLs (packaged as DCPs) and KDMs (which refer to CPLs). EIDR tagged CPLs in combination with adoption of EIDR title integration at other points in the value chain could empower fully automated KDM and DCP logistics all the way from distributor instruction to screen.