

Case study – Google Play avails

- **Google Play deploys EMA Avails spec w/ EIDR IDs today**
 - Primarily 1st and 2nd-level EIDR IDs
- **Already deployed with 2 major partners**
 - In progress with two more studios
- **Asking all content partners to adopt**
 - In discussions w/ partners across North America & Europe

Quantified savings

Processing Time for Batch of 1000 Avail Updates

	Before use of EMA Avails w/ EIDR	After use of EMA Avails w/ EIDR
Title matching, de-dupe, parsing, including research & partner communications	~25 hours	0.1 hour
Apply final updates & audit	~25 hours	0.1 hour
Total	50 hours	0.2 hour

**Reduces 50-hour reconciliation to <1/2 hour of processing time.
Benefits multiply across *tens of thousands* of avails.**