EIDR Value Proposition
Cross-Platform Applications

EIDR Overview

The Entertainment ID Registry provides a unique global identifier for films, television programs and other entertainment assets. EIDR's mission is to drive out inefficiencies in the supply chain. Real-time integration with the registry enables new business models and workflow processes to support the increasing opportunities and complexities in digital distribution of content.

The New World of IP Video

The supply of digital video is exploding at the same time as the permutation of distribution channels and end-user displays. Further, the broad standardization of the Internet Protocol has introduced an array of ways to enhance the presentation and augmentation of video, in ways that present new forms of monetization.

Social Network Sharing and Monetization

The EIDR identifier may be used to allow sharing of recommendations via social networks between users on different distributions systems (e.g. different cable MSO territories). Such an application could include options to purchase or subscribe to the recommended entertainment asset.

Second Screen

Tablets, smart phones and other devices can be used for second screen experiences related to entertainment assets. Marking those assets with EIDR allows powerful second screen applications to pull together a wide range of related content, experiences and t-commerce activities. Material from multiple sources can be mashed up, matched and linked via the common EIDR identifier.

Extended Metadata and Big Data

The EIDR identifier provides a method to link studio IDs to IDs from other sources, i.e., look up a "parent" EIDR ID, then match that to IDs from Rovi, FreeWheel or DigitalSmiths, etc. (who aren't likely to have the exact same child ID that studio is sending them). This would allow them to purchase metadata or reviews or other info from 3rd parties by referencing the EIDR ID. Further, EIDR can tie a person or user to comprehensive metrics on specific content and then serve additional content or ads based on their use/engagement patterns. EIDR will facilitate connecting those dots as well.