



December 30, 2014

Volume 3; Issue 1

## EIDR Year-End Results

EIDR will finish the year with a 35% annual increase in the number of member of companies. (Full membership list is available at [EIDR.org](http://EIDR.org).) More important is the growing diversity of membership, as more than 20% of membership now comes from outside the U.S.A. The registry has grown to three-quarters of a million unique records, and most member content companies are now registering virtually all newly created film and television content. And as an interesting factoid, an EIDR identifier became the 100 millionth Digital Object Identifier to be created in the DOI hierarchy on which EIDR is based. The EIDR system is truly scalable!

## EIDR at CES

Kip Welch, Chairman of the Board, and Don Dulchinos, Executive Director, will be conducting one-on-one briefings during CES. Please let us know if you want to schedule a time. Dulchinos will be speaking at the [Second Screen Summit](#) on January 5, and both Welch and Dulchinos will attend the Digital Entertainment Group reception on January 6. Both events are at the Wynn Encore and require separate invitations.

- Kip Welch, [kwelch@movielabs.com](mailto:kwelch@movielabs.com)
- Don Dulchinos, [ddulchinos@eidr.org](mailto:ddulchinos@eidr.org)

## New Journal Article Highlights Versatility of EIDR Alternate Identifiers

Richard Kroon, EIDR Technical Director, has authored an article entitled *EIDR and the World of Alternate Identifiers*, which appears in the new edition of the M&E Journal. The article highlights the value and versatility of EIDR Alternate Identifiers.

Each EIDR record can carry an unlimited number of matched Alt IDs from third parties, including studio internal IDs, distributor catalog IDs, data aggregator IDs, etc. This allows clients with EIDR ID-matched records to obtain metadata and services from commercial providers without the expense and delay of manual title matching, and improves applications such as content recommendations by providing seamless access to third party, value-add metadata.

Electronic copies of the M&E Journal will become available at <http://mesalliance.org/>.

## 2015 Preliminary Calendar of Events

EIDR expects to have a presence at the following events in 2015:

- EIDR Annual Meeting, Los Angeles, 22 Jan.
- CES, Las Vegas, 6-9 Jan.
- MESA Europe Metadata Workshop, TBD
- Cable Congress, Brussels, 13-15 Mar.
- MESA Metadata Madness, Mar. (TBD)

## Welcome to the New EIDR Members!

**Nielsen Entertainment** – the entertainment division of Nielsen provides market information, testing, marketing solutions, and analytical tools to global entertainment markets.

**CSG Media** – provides content monetization solutions for the merchandising and distribution of digital content.

## Happy Holidays from the EIDR Team!

We are grateful for all the efforts from our Member Company representatives who do the real work to grow and extend the EIDR ecosystem.

A special thanks from:

*Richard Kroon, Technical Director*

*Clint Richmond, Operations Director*

*Erin Lulevitch, Operations Team*

*Dianne Zoccola, Operations Team*

*Chuck Talarico, Operations Team*

*Josh Fields, Operations Team*

*Raymond Drewry, EIDR U.K. (MovieLabs)*

*Ben Schofield, EIDR U.K.*

*Hervé Utheza, EIDR EMEA*

*Paul Heim, Association Mgmt. (Alliances Management)*

*Charmaine Ras, Financial Mgmt. (Alliances Management)*

*Jim Helman, Chairman, Technical Working Group*

*Kip Welch, President and Chairman of the Board*

- PBS TechCon, Las Vegas, 8-10 Apr.
- NAB Show, Las Vegas, 11-16 Apr.
  - Take the DAM(n) Tour @ NAB
- HITS, Los Angeles, May (TBD)
- The Cable Show (NCTA), Chicago, 5-7 May
- ESCA Digital, Los Angeles, Jun. (TBD)
- HITS Europe, London, Jun. (TBD)
- EIDR Member Meeting, Summer (TBD)
- IBC, Amsterdam, 11-15 Sept.
- ESCA Digital Europe, London, Sept. (TBD)
- SCTE Cable-Tec Expo, New Orleans, 13-16 Oct.

*Jud Cary, Secretary/Treasurer of the Board*

*Don Dulchinos, Executive Director*

