



February 5, 2015

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EIDR's Annual Conference Draws 100 Attendees

EIDR's Annual Participant meeting was hosted by MPAA and featured the following presentations.

[Note: some presentations are available to non-members upon request. Please contact the EIDR Secretariat to submit a request.]

- Comcast bulk registration of VOD catalog in progress; feeds VOD, DAI, and other uses
- Rovi improving seeding to account for registration of majority of new broadcast releases
- Verance use of EIDR in watermarks
- Sony Pictures Entertainment use of EIDR for business intelligence
- Warner Bros use of EIDR for asset management, financial reporting, IPR management and supply chain efficiency
- NBCUniversal use of EIDR for global title management along a broad array of department functions
- Google use of EIDR for online avails and reporting
- Orchestra Networks and Riversand integration of EIDR in MDM for studio customers.
- V2Solutions for streamlining registration

EIDR Presenting Tech Paper at NAB

EIDR's Technical Director, Richard Kroon has authored an article entitled *EIDR for Sports Broadcasting Content Management Challenges*, and will present the paper at NAB on April 15, 2015 at 2:00 PM.

Calendar of Events

EIDR in Germany: Don Dulchinos, EIDR Executive Director, and Hervé Utheza, EIDR EMEA, will have a presence in Berlin, Germany next week. Dulchinos will be speaking at HITS Europe Content Security & Rights Management conference, and both Dulchinos and Utheza will be attending the PROdigitalTV conference with member company media-press.tv. Also, Utheza will be meeting with current and prospective members in the Munich area.

- February 10, 2015 – PROdigitalTV Media Breakfast
- February 10, 2015 – MESA & HITS Europe: Content Security & Rights Management

Other upcoming events:

- March 17/31, 2015 – Metadata Madness by MESA
- April 13-16, 2015 – NAB Show
- May 5-7, 2015 – The Internet & Television Expo (Introducing INTX presented by NCTA)

EIDR in the News

Swisscom – completes the first European deployment of the Entertainment ID Registry with media-press.tv. Read the full press release, please [click here](#).

Fun fact – every 2015 Oscar-nominated film, including documentary shorts, is in the EIDR Registry. This holds true for films going back to the very first Oscar awards in 1929 for films released in 1927 and 1928.