



March 10, 2015

Volume 3; Issue 3

EIDR at NAB Show - Preview - RSVP Soon!

April 13 – EIDR Briefing and Reception Sponsored by FilmTrack, 4:30–6:00, booth# N4333. RSVP by contacting the EIDR Secretariat.

April 14 – EIDR Briefing Sponsored by Deluxe 11:00-12:00, booth# SU8905. RSVP by contacting the EIDR Secretariat.

April 14 – MESA Alliance Reception – 6:30-8:30, Mirage Hotel, limited number of passes available. RSVP by contacting the EIDR Secretariat.

April 15 – EIDR Briefing Sponsored by Deluxe 11:00-12:00, booth# SU8905. RSVP by contacting the EIDR Secretariat.

April 15 – Take the DAM Tour – with MESA (Contact MESA for your company to be included on the tour.)

April 13-15 – EIDR is sponsoring the Framework for Interoperable Media Services (FIMS) Exhibit at the NAB Labs Futures Park, supporting EBU and AMWA.

April 15 – Tech Presentation: EIDR 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 at 3:30 in Room S227. (Event requires NAB Show registration.)

EIDR in Germany – February 2015

Initial discussions with various broadcasters, cable and satellite distributors, OTT providers, and technology and media services companies.

At MESA Europe event on Content Security and Rights Management, Don Dulchinos presented an update alongside EIDR members FilmTrack (Steven Kassin), Civolution (Alistair Cameron) and Rightsline (Robert Delf).

And from a (loosely translated) summary of the PRODigital.tv Conference: “Manfred Annen and Jörg Jacob of the PPS - Press Program Service GmbH (MediaPress.tv) and Don Dulchinos, with PPS partner EIDR Entertainment Identifier Registry, explained Content Navigation in a jungle of offers and platforms, where end users lose track of offerings. Be Found - that's the challenge for content providers and its affiliates. Finding them is the need of the user. PPS and EIDR showed how, through metadata on high quality and worldwide programming and information, a true communication and engagement is created, which forms the basis for media actors and advertisers.”

EIDR at Metadata Madness

Join your fellow EIDR members at Metadata Madness West on March 17. Speakers from EIDR members Disney, Sony Pictures, Google, FilmTrack, Fox, Rovi, MovieLabs, Warner Bros, plus Industry Supporter Ad-ID and Don Dulchinos from EIDR.

Wikipedia Page Updated

EIDR has a new, vastly improved Wikipedia page, thanks to the efforts of MovieLabs' Paul Jensen. Check it out: <https://en.wikipedia.org/wiki/EIDR>

Calendar of Events

- April 22 – CIMM Summit, NYC
- May 5-7 – NCTA – briefings at INTX, formerly the Cable Show, Chicago
- September – IBC – Joint tech paper submitted with ITV, Amsterdam
- October – Japan visit (tentative)