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### READY FOR EIDR: ASK FOR AN EIDR!

Internal and external systems of our EIDR members and partners continue to be upgraded for EIDR-based workflows. We will be highlighting systems that are now EIDR-Ready so that our members can also "Ask for an EIDR".

The [Official Charts Company](#) became the latest measurement company to implement EIDR. Their database accepts EIDR as a valid unique identifier for digital video.

Among other past implementers:

- Comcast VOD system accepts EIDRs.
- iNDEMAND passes EIDRs to MVPDs when available from programmers.
- FilmTrack captures EIDRs in its StarCM Content Manager, which captures all metadata associated with projects.
- RSG Media Systems includes EIDR in its Cross Platform, Big Data Solutions product based on IBM's Bluemix platform.
- Digital Entertainment Group collects EIDR IDs as part of its Digital Data Tracker project for studio home entertainment, and also generates reports back to content owners with an EIDR.

### EMA Prioritizes EIDR

The [Entertainment Merchants Association \(EMA\)](#) has formed a Digital Supply Chain Committee, consisting of Amazon, Google Play, Netflix, Sony Network Entertainment, and Xbox. It will seek solutions to optimize the delivery of digital content and its associated components from the content providers through service providers and then through retailers/distributors ultimately to the consumer.

The Committee met for the first time in early June and identified the following priorities for digital supply chain standardization:

- Content Availability Metadata (Avails)
- EIDR Registration
- Media Manifest
- Closed Captions
- Image Files
- Mezzanine Files

[Click here](#) for a complete copy of the Digital EMA Update.

### EIDR at EBU Metadata Workshop

### New Members

#### TECHNISCHE

[INFORMATIONSBIBLIOTHEK \(TIB\)](#) - The German Library of Science and Technology is the world's largest specialised library for science and technology engaged in procurement and archival storage of technical scientific literature from all over the world. Their particular interest is cataloging video components of technical publications.

[EASTLINK](#) – Eastlink provides video entertainment and communications services to residential, business and public sector customers across Canada.

[STELLAR ENTERTAINMENT](#) – Our first member based in Australia, Stellar is a full-service provider of in-flight entertainment, video and audio production and post-production and content acquisition.

[SOUNDMOUSE](#) - Soundmouse provides a range of technologies to address their clients' music reporting demands including Cue Sheet Management, Music Asset Management and Programme Rights Management.

### 2015 Calendar of Events

- July 7 – Digital EMA Forum at the [Los Angeles Entertainment Summit](#); featuring Kip Welch, Chairman of EIDR
- September 9 – [THE Summit Europe](#), London, U.K. \*
- September 10-15 – [IBC](#), Amsterdam, Netherlands
- September 24 – [THE Summit](#), Los Angeles, CA USA\*
- November 18-20 – [Inter BEE](#), Tokyo, Japan (tentative)

\* Limited event passes available by EIDR. Contact the EIDR Secretariat for more information.

### Archived Newsletters by Headline

Ben Schofield, EIDR U.K., presented at the EBU Metadata Workshop in June in Geneva, Switzerland. Ben's presentation defined how EIDR aligns with and feeds into the existing EBUCore metadata framework. [Click here](#) for the full presentation.

### **EIDR at IBC: Preliminary Planning**

We hope to again have several of our members host briefings with interested companies. Member Exhibitors at IBC 2015 are as follows:

- Adobe Systems, Inc.
- Cisco
- Civolution
- Clearleap
- Microsoft
- Prime Focus Technologies
- S&T
- Viaccess-Orca
- Rovi

- EIDR in Cable at INTX; NAB Report
- EIDR Members Active at NAB; Metadata Madness Recap
- NAB Show Preview; EIDR Visits Germany
- EIDR's Annual Conference Draws 100 Attendees
- Year-End Results; Presence of EIDR in 2nd Screen at CES

