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International Expansion at IBC

Adoption of EIDR is rapidly growing on an international scale. Thousands of titles have been registered with EIDR by European guide providers, and U.S. content is effectively flowing to Europe with EIDR IDs.

More than fifteen member companies of EIDR are exhibiting at this year's conference, with many others walking the floor. Member companies that will be exhibiting their services and technical applications include the following:

Adobe Systems Inc. – 7.G27
Bindinc. – 14.L23
Cisco – 1.A71
Civolution – 2.B41
Clearleap – 14.G10
CSG International – 14.L18
ebs – 14.B01
Red Bee Media/Ericsson – 1.D61
Microsoft – 13.MS1 & 13.MS2
media-press.tv – 14.L23
Prime Focus Technologies – 7.B12
S&T – 1.B22
Rovi Europe – 14.M16, 14.G01, 14.H02
RSG Media Systems – 14.H04
Viaccess-Orca – 3.A29d, 1.A51

For a complete list of EIDR related activities at IBC, please [click here](#).

EIDR at The Reel Thing XXXV

The Reel Thing, sponsored by the Association of Moving Image Archivists (AMIA), is a conference series that addresses current thinking and most advanced practical examples of progress in the field of preservation, restoration, and media conservation, and creates a common ground for discussion and evaluation of methodologies so that informed decisions can be made about when and how to deploy both traditional and emerging technologies.

At The Reel Thing: Los Angeles, held August 20-22 at the Academy of Motion Picture Arts and Sciences' Linwood Dunn Theater in Hollywood, Richard Kroon, EIDR Director of Engineering, gave a presentation on the need for globally-unique, curated identification to further the dual mission of audiovisual archives to preserve our common cultural heritage and to make it accessible to encourage the spread of knowledge. This presentation was based on EIDR's paper "Content Identification for Audiovisual Archives," co-authored by EIDR, Movie Labs, the BFI, and the Library of Congress, published in the Summer 2015 edition of the International Association of Sound and

New Members

A&E TELEVISION NETWORKS – joined EIDR as an Industry Promoter. The global entertainment media company oversees over 60 channel feeds and reaches 330 million subscribers in over 150 countries in 39 languages.

EMA – the Entertainment Merchants Association (EMA) joined EIDR as an Industry Contributor. The not-for-profit international trade association is dedicated to advancing the interests of the home entertainment industry.

M-GO – joined EIDR as an Industry Contributor. M-GO provides a premium digital video on demand service.

WWE – joined EIDR as an Industry Contributor. The global entertainment media company creates and delivers content on its television programming, pay-per-view, digital media and publishing platforms.

2015 Calendar of Events

- Sept. 10-15 – IBC, Amsterdam, Netherlands
- Sept. 12 – MESA Europe's Content Access & Rights Management Forum, Amsterdam, Netherlands
- Sept. 24 – MESA's THE Summit, Los Angeles, CA USA*
- Oct. 13-16 – SCTE Cable-Tec Expo, New Orleans, Louisiana, USA
- Oct. 14 – EMA's Digital Media Pipeline, Los Angeles, CA USA**
- Nov. 18-20 – Inter BEE, Tokyo, Japan (tentative)

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

** Special event discount available for member companies of EIDR. Contact the EIDR Secretariat for more

Audiovisual Archives Journal, which will be made public later this year.

[Click here](#) for the full presentation.

Ready For EIDR: Library of Congress

A MARC Standard Identifier Source Code has been assigned for EIDR. Not surprisingly, the source code is "eidr". When the Library of Congress begins to add EIDR numbers to their catalog records, they will use the code to identify EIDR as the source of the number.

information.

Archived Newsletters by Headline

- Ready for EIDR: Ask for an EIDR; EMA Prioritizes EIDR
- 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

