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European Dispatches

New Members

Making EIDR a Reality in EMEA

Google hosted an EIDR working session in London in September, featuring EIDR Board members: Eric Iverson, Sony Pictures Entertainment; Bill Kotzman, Google; Clive Bishop, ITV; and Kip Welch, MovieLabs. BBC, Sky UK, Channel 4 and British Telecom were among the companies exchanging ideas on the value and proper usage of EIDR in their workflows. Thanks to Kyle Mattus at Google for organizing!

IBC and Paris Visits

Thanks to Prime Focus Technologies, Ericsson/Red Bee Media and Cisco for hosting briefings at IBC. EIDR staff and Board members also held meetings in Paris the following week.

The EIDR brand is now being more and more recognized in Europe. To start taking advantage of EIDR-based automation, European organizations are seeing continued progress in:

- US studios and programmers sending to Europe avails, digital files and broadcast workflows enabled with EIDR IDs ("push EIDR")
- EIDR members actively requesting EIDR IDs from their ecosystem of service providers, vendors and partners ("pull EIDR")
- The Internationalization in Europe of EIDR-enabled workflows is now starting to happen around the United Kingdom (ITV, DPP standard), and digital distribution/avails market demand. We'll continue to monitor and support the EIDR-enablement of workflows out of the London operations centers into other markets like France and Germany.
- Spain, Italy and Scandinavia/Benelux are being seeded with advance information and education about EIDR.

Productive briefings and one-on-one meetings were held with:

Broadcasters/Programmers/Content Owners

- Groupe Vivendi/Studiocanal (France)
- RTL (Germany)
- VIAPlay (Sweden)

MVPDs

- Deutsche Telekom (Germany)
- Bouygues Telecom (France)

Aggregators

- Wuaki.tv/Rakuten Group (Spain),

TV FRANCE INTERNATIONAL – joined EIDR as an Industry Contributor. The organization represents French television program exporters, promotes the sale of French television programs worldwide and facilitates international co-production. Its 150 member companies, including producers, distributors and the distribution arm of French broadcasters, account for about 90% of all French exports. TVFI will develop an EIDR registration service for its members.

[Click here](#) to read the full press release.

STARZ – joined EIDR as an Industry Contributor. The global media and entertainment company provides premium subscription video programming on domestic U.S. pay television channels (Starz Networks), global distribution (Starz Distribution) and animated television and movie production (Starz Animation).

MY EYE MEDIA – joined EIDR as a Basic User. The company delivers turnkey assessment, restoration and delivery services for any content and all formats, serving the industry in quality control of film and television content.

Ready for EIDR: Rightsline

Rightsline has introduced its "Available™" product for avails management; the product is EMA-compliant for system interoperability and EIDR-integrated for title accuracy, covering breakdowns by HD, SD, and Promo Windows.

[Click here](#) for more information.

EIDR in the News

M&E Journal: The business case for unique identifiers continues to grow stronger. An M&E Journal article notes, "Through the utilization of available social network algorithms and standardized ID systems including

France, Germany)

Post-production Companies

- VDM/Groupe Transatlantic (France)
- Monal Group/Tres60 (France, Spain)
- Videociety (Germany)
- DS-DVD (Italy)

Metadata Companies

- Plurimedia (France)
- Gvidi (Netherlands)
- CINFO (Spain)
- Funke Medien (Germany)
- Perfect Memory (France)

EIDR Presents at EBU

Ben Schofield, EIDR U.K., presented at the European Broadcasting Union (EBU) Metadata Workshop in Geneva in June of this year. EIDR highlighted the use and benefits of unique identifiers. [Click here](#) for related article.

Pierre-Anthony Lemieux, consultant to MovieLabs, presented thoughts on how EIDR fits into the Framework for Interoperability of Media Services (FIMS), a joint venture of EBU and AMWA, at the FIMS theatre in EBU's stand at IBC 2015. [Click here](#) for the full presentation.

EIDR, IAB, and standards like XMP, low budget and independent production and distribution teams can bypass existing systemic impediments to increase transmedia content discoverability to drive discovery and view engagement."

[Click here](#) to read the full article.

2015 Calendar of Events

- Oct. 8 – MESA's HITS Data, Marketing & Analytics Summit, Los Angeles, California*
- Oct. 14 – EMA's Digital Media Pipeline, Los Angeles, California**
- Nov. 11 – MESA's HITS Broadcast IT Summit, New York City, New York*
- Nov. 18-20 – Inter BEE, Tokyo, Japan (tentative)

* Limited event passes are 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 information.

Archived Newsletters by Headline

- A&E, WWE, M-GO and EMA Join EIDR
- Ready for EIDR: Ask for an EIDR; EMA Prioritizes EIDR

Newsletter archives are available at www.EIDR.org.