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### EIDR Activity at DEG

Richard Kroon, EIDR's Technical Director, presented at the [Digital Entertainment Group \(DEG\)](#) Operations and Technical Committee meeting in Los Angeles in September. He highlighted the use and benefits of unique identifiers in distribution.

The OT Committee is working to better define particular EIDR usage practices. One specific use is defining EIDR in a "round trip" from avails to financial reporting.

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

### Ad-ID and EIDR Extend Capabilities

Ad-ID recently announced a new function called [Complete External Access \(CEA\)](#), which launches January 2016. The service provides approved companies, such as broadcasters and media vendors, with access to metadata registered with Ad-ID. These enhancements will allow companies to improve their verification abilities and also enable more accurate and efficient cross-platform measurement.

Ad-ID and EIDR were also recently highlighted in [MPEG DASH Guidelines for Interoperability](#). "In order to enable better tracking and reporting, unique IDs should be used for different assets...Preferred schemes are EIDR (main content) and Ad-ID (advertising)."

### EMA's Digital Media Pipeline Event

New EIDR member, [Entertainment Merchants Association \(EMA\)](#), featured EIDR in a recent Digital Media Pipeline conference. In a panel on Supply Chain Efficiencies, EIDR Board member, Bill Kotzman, mentioned ongoing work to register the Google Play catalog. EIDR member participant, Chris Fetner, Netflix, also endorsed EIDR for greater efficiencies in the supply chain. EIDR Board member, Kip Welch, MovieLabs, presented a deep dive on best practices and issues in EIDR's application in digital distribution; Richard Kroon, EIDR's Technical Director, assisted with this discussion.

### Content Identification for Audiovisual Archives

Stephen McConnachie, British Film Institute; Richard Kroon, EIDR; Raymond Drewry, Movielabs; Andrea Leigh, Library of Congress, have co-authored an article entitled, *Content Identification for Audiovisual Archives*, which appears in the latest edition of the [IASA Journal](#), Issue No 45. The article highlights the value that EIDR brings to the Audiovisual Archival community.

Digital archives exist within a complex global web of

### New Members

[ARTS ALLIANCE MEDIA](#) – joined EIDR as an Industry Contributor. The company is a global leader in digital cinema software and services; offering cutting-edge solutions in software as well as installation, maintenance and support across the cinema ecosystem. Their software currently touches over 25,000 screens worldwide.

### Registry Growth

The EIDR Registry has surpassed **800,000** unique records. Episodic television is the fastest growing category.

### EIDR in the News

Nielsen and Digimarc find new uses for digital watermarks and identifiers:

"Nielsen has also been working with many industry bodies to drive efficiencies in audience measurement, such as binding content identifiers like AD-ID and EIDR, and by linking watermarks or fingerprints to media assets and to meta data libraries."

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

### 2015 & 2016 Events

- Nov. 11 – MESA, [HITS Broadcast IT Summit](#), New York City, New York\*
- Dec. 2 – MESA, [Content Protection Summit](#), Marina Del Rey, California\*
- Dec. 3-4 - EIDR at DOI meetings in Tokyo
- Jan. 6-9 – CES, Las Vegas, Nevada

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

### Archived Newsletters by Headline

- [European Dispatches](#)
- [A&E, WWE, M-GO and EMA Join EIDR](#)
- [Ready for EIDR: Ask for an EIDR; EMA](#)

interests and agencies with ever-increasing – and often conflicting – demands placed on their limited resources. Issues with work identification confront them during acquisition, reconciliation, and de-duplication of assets obtained from multiple sources. A curated system of unique, global identification for audiovisual works, their derivative versions, and physical and digital manifestations as provided by EIDR can directly address many of these issues and enable the provision of systems and services that address many more. The paper identified several use case examples, including a federated system for archive search and retrieval, the collection of off-air television broadcasts, and addressing intellectual property rights assertions.

[Click here](#) for the complete article.

Prioritizes EIDR

Newsletter archives are available at [www.EIDR.org](http://www.EIDR.org).

