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EIDR Activity in Japan

In 2015, EIDR made a priority of outreach to European media companies. Thanks to introductions from NTT Labs and Google, EIDR made its first Asian outreach visit to Japan in December, and met the following companies:

Content:

- NHK (national broadcaster)
- Toei (studio)
- MyTheater (distributor of Toho Films)
- Bandai (anime producer)

Platforms:

- J:COM (cable), Japan Cable Labs
- WOWOW (satellite)
- IPG (guide provider)

Technology:

- NTT DATA
- Pony Canyon (post, rights management)
- Imagica (post, encoding)

Several companies expressed interest, including two that might wish to develop a local service bureau based in Tokyo. EIDR also met with Japanese ministry representatives, and attended the International DOI Foundation outreach meeting. Thanks also to Sony, Disney and Rovi's Japanese offices for their support; EIDR hopes to develop proofs-of-concept with these partners using EIDR IDs in international workflows.

EIDR Becomes Supporter of FIAF

FIAF, the International Federation of Film Archives, is dedicated to the preservation of, and access to, the world's film heritage since 1938. It brings together the world's leading non-profit institutions in this field. Its affiliates are committed to the rescue, collection, preservation, screening, and promotion of films, which are valued both as works of art and culture and as historical documents.

"EIDR is pleased to become a FIAF supporter," said Executive Director, Don Dulchinos. "Working through our EIDR members such as the British Film Institute and the U.S. Library of Congress,

New Members

PREMIERE DIGITAL – joined EIDR as an Industry Contributor. The company performs a wide array of services to prepare content for distribution to all media types from digital platforms (e.g. Vudu, GooglePlay, Netflix) to traditional broadcast.

Registry Growth

End-of-Year Recap:

The EIDR Registry passed the 800,000 milestone mark in November. As expected, episodic content remains the largest type of record in EIDR. In 2015, EIDR has seen significant percentage increase in Edits and Shorts. Edits indicate a deepening use of EIDR within member ecosystems to track specific distribution versions, and Shorts grew because of the contributions of the British Film Institute, and their British film project including early cinema.

EIDR in the News

The Advanced Television Systems Committee (ATSC) is moving close to approval of "candidate standard" consideration for ATSC 3.0—EIDR is called out in several documents.

[Click here](#) to read the full article. At the moment, documents are confidential to ATSC members.

EIDR is also referenced in Pearl's collaboration with the TV Ad Bureau on guidelines for programmatic buying and selling of broadcast linear TV advertising.

[Click here](#) to see the guidelines.

we hope to further strengthen the bonds and find the synergies between archival applications and commercial support of the EIDR ID ecosystem.”

Stephen McConnachie, BFI Head of Data, explains the benefits for a film archive: “EIDR registration required us to bring our records to a minimum metadata standard, deduplicating in our database or justifying existence of duplicate film records, and that process has helped increase data quality through the national filmography we are creating. We hope to roll out EIDR registration across BFI data creation workflows in 2016.”

Happy Holidays from the EIDR Team

As we enter the holiday season, everyone at EIDR would like to conclude by wishing you all a very happy holiday season and a prosperous 2016. See you next year!

A special thanks from:

Ben Schofield, Charmaine Ras, Chuck Talarico, Clint Richmond, Dianne Zoccola, Don Dulchinos, Erin Lulevitch, Hervé Utheza, Jim Helman, Josh Fields, Jud Cary, Kip Welch, Paul Heim, Raymond Drewry, and Richard Kroon

2016 Events

- Jan. 21 – EIDR Annual Participant Meeting, Sony Pictures Entertainment, Culver City, California
- Mar. 16 – [Metadata Madness](#), New York City, New York
- Apr. 16-21 – [NAB Show](#), Las Vegas, Nevada
- May 16-18 – [INTX/CableNET](#), Boston, Massachusetts
- May 17 – [Hollywood IT Summit](#), Los Angeles, California*
- Jun. 15 – [THE Summit](#), Los Angeles, California*

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

Archived Newsletters by Headline

- 800,000 Unique Records
- European Dispatches
- A&E, WWE, M-GO and EMA Join EIDR
- Ready for EIDR: Ask for an EIDR; EMA Prioritizes EIDR

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