



February 29, 2016

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European Working Group Kickoff

EIDR is excited to launch its first quarterly European Working Group call on the 8 March 2016 from 14:00-16:00 GMT. Further, ITV, EIDR Board member company, has graciously offered to host the call as a face-to-face meeting at their London offices. Don Dulchinos, EIDR's Executive Director, will be in London for this meeting and will be attending the [MESA Europe Content Supply Chain Seminar](#) that will follow on the 9 March 2016. EIDR U.K. contacts, Raymond Drewry, MovieLabs, and Ben Schofield, EIDR U.K. Consultant, will also be in attendance.

Please contact the [EIDR Secretariat](#) to schedule meeting arrangements for visits during the week of March 7 in the U.K.

EIDR in New York City

EIDR will be hosting a face-to-face member meeting on March 16th from 9:30–11:30 a.m. EST at the Microsoft Technology Center in New York City. The meeting will feature updates on the development of the registry and Member Company implementations by Showtime and HBO. The event will be co-located with [MESA's Metadata Madness](#) conference where Don Dulchinos, Executive Director, EIDR and Harold Geller, Chief Growth Officer, Ad-ID will be sharing the keynote. Registration opens for Metadata Madness at 12:30 p.m. EST.

Contact the [EIDR Secretariat](#) for membership and event inquiries.

EIDR Annual Participant Meeting

More than 80 EIDR member company representatives attended the Fifth Annual EIDR Annual Participant Meeting, hosted by Sony Pictures Entertainment at their Culver City lot. The meeting featured a roundtable of EIDR Board members; Eric Iverson, SPE, Bill Kotzman, Google and Geoff Murillo, Warner Bros. Guest speakers included representatives of the Digital Entertainment Group, the Entertainment Merchants Association, and Ad-ID. Business case studies were presented on a range of topics:

New Members

[bitMAX](#) – joined EIDR as an Industry Contributor. The company is a global digital supply chain provider.

[Motion Picture Solutions](#) – joined EIDR as an Industry Contributor. The media service provider is a leading film services company in the U.K., offering an end-to-end solution from post-production and mastering through to distribution, KDMs and technical support for screenings.

EIDR in the News

Growing Availability:

EIDR becomes resolvable on the British Film Institute's public BFI Collections Search, on Advanced and Expert search in film works. [Click here](#) for an example of a resolvable EIDR ID through BFI. [Click here](#) to complete a public search of your own.

Award Show Nomination Coverage: EIDR IDs are available for all 2016 BAFTA and AMPAS Oscar-nominated films in all categories.

FIAF Bulletin Online n°10:

New FIAF supporters, including the Entertainment Identifier Registry. [Click here](#) to review the bulletin; EIDR highlighted on page #37.

2016 Events

- Mar. 9 – [Content Supply Chain Seminar, London*](#)
- Mar. 16 – [Metadata Madness, New York City*](#)
- Apr. 13-15 – [PBS TechCon, Las Vegas](#)
- Apr. 16-21 – [NAB Show, Las Vegas](#)

- Broadcast/TV Workflows
- Advertising Business Cases
- Rights Management
- Online Retail Distribution
- Digital Cinema
- International Work Flows

Copies of presentations are available to member company representatives at:

<http://eidr.org/members-resource/>.

Contact the EIDR Secretariat for membership inquiries.

Journal of Digital Media Management

Richard Kroon, EIDR's Technical Director, published an article on *The Secret to Automating Multi-Party Asset Workflows* in the latest issue of Journal of Digital Media Management –the leading journal for DAM professionals.

Subscribe now and download a copy of the latest issue.

- May 16-18 – INTX/Cable Show, Boston
- May 17 – Hollywood IT Summit, Los Angeles*
- Jun. 7-8 – TVOT, San Francisco
- Jun. 15 – THE Summit, Los Angeles*

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

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