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European Working Group Launches Efforts

Congratulations to our Europe-based member companies on the successful launch of the quarterly series of European Working Group meetings. Thanks to ITV for hosting an on-site gathering of participants, and also for presenting on the rapid and broad progress ITV has made with their EIDR integration. MediaPress, Google, Sony Pictures Entertainment and the International Copyright Enterprise also provided progress reports.

The next quarterly session is targeted for June 7, with an on-site gathering planned in France. Copies of presentations are available to member company representatives at: <http://eidr.org/members-resource/>.

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

A Preview of EIDR at NAB 2016

EIDR will be very active at NAB this year. A more detailed itinerary will follow, but EIDR will be sharing booth space thanks to FilmTrack, and co-hosting an opening reception at 4:00 p.m. on Monday, April 18 along with the Entertainment Merchants Association. Also, we'll be partnering with PBS on a presentation at TechCon (April 14) along with Verance on a demo of their ATSC 3.0 watermarking technology that leverages EIDR, and more.

New York City Member Meeting Recap

EIDR hosted a second annual meeting of East Coast member companies in New York City on March 16, featuring a presentation by Showtime on their integration progress. A&E, HBO, PBS, Starz, iNDEMAND and Google were among other member companies participating in active discussions, especially around broadcast workflows.

While in New York, EIDR's Executive Director, Don Dulchinos, provided a keynote address as

New Members



Amazon Video – joined EIDR as an Industry Contributor. Amazon Video offers customers unlimited access to tens of thousands of movies and TV episodes, including award-winning Amazon Original Series, through Amazon Prime; monthly subscriptions to SHOWTIME, STARZ, and more; and hundreds of thousands of titles including new-release movies and current TV shows for rent or purchase.

Source3 – joined EIDR as an Industry Contributor. Source3 is the world's first platform for end-to-end management of intellectual property in user-generated content (UGC). They provide IP recognition, IP licensing and rights administration services to connect creators, marketplaces and brands and enable monetization of user content across physical and digital products.

2016 Events

- Apr. 11-15 – PBS TechCon; CinemaCon, Las Vegas
- Apr. 16-21 – NAB Show, Las Vegas
- 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

part of the Metadata Madness conference, which drew over 200 participants and featured an advertising focus led by EIDR partner organization Ad-ID . Several speakers lauded the importance of EIDR, with one referring to the use of EIDR and Ad-ID as "table stakes" for any serious deployment of advanced advertising services.

Registry Metrics: Alternate IDs

EIDR passed one million Alternate IDs stored in the EIDR Registry in January, 2016. As of today, we have over 1.1 million. Alternate IDs include public IDs (such as IMDb) and internal IDs (e.g., that come from studio MDM systems). There are 30 ID systems currently registered in EIDR. EIDR supports unlimited Alternate IDs per record (*Shrek* has 18 so far). Different Alternate IDs are used at various levels of the title-version-product hierarchy.

Members are using Alternate IDs in several ways:

1. to match their catalogs to EIDR,
2. to add value to their matched content using other Alternate IDs retrieved from the Registry
3. to identify and verify content in various distribution and measurement workflows.

Alternate IDs facilitate interoperability between various content systems. For example, Alternate IDs that are publicly resolvable are returned as URIs in the EIDR DOI resolution format and are presented as live links in the EIDR Web UI. These linked URIs and the respective applicable MIME types can in turn help support the semantic Web. Look for more functionality related to this feature in EIDR 2.1.

100 Years...100 EIDR IDs

The American Film Institute assembled a jury of 1,500 film artists, critics, and historians to determine the top 100 greatest American films of all time, resulting in [AFI's 100 Years...100 Movies](#). This list honors the best of the art of the American cinema, spanning the Silent Era to the 21st Century and encompassing comedy, drama, fantasy, science fiction, horror, western, musical, and animation. Each of these classic American motion pictures also has an EIDR ID, facilitating commerce in the global

more information.

Archived Newsletters by Headline

- [European Working Group Kickoff; EIDR in New York City; Annual Participant Meeting Recap](#)
- [Premiere Digital Joins EIDR; Broadcast Linear Ads to Use EIDR](#)
- [800,000 Unique Records](#)
- [European Dispatches](#)
- [A&E, WWE, M-GO and EMA Join EIDR](#)

Newsletter archives are available at www.EIDR.org.

entertainment industry and helping to ensure that these films remain accessible to audiences far into the future.

All 100 movies have a corresponding EIDR ID. For a complete list, please [click here](#).

