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The One Millionth EIDR ID – *A Star is Born*

The Entertainment ID Registry (EIDR), the global registry of unique content identification, registered its 1 millionth record, assigning this milestone ID to the upcoming remake of the iconic musical drama *A Star is Born* from Warner Bros.

To view the complete press release, please [click here](#).

Leveraging Metadata – New Video from EIDR & RSG Media Systems

See the new video, jointly produced by EIDR and Member Company, RSG Media Systems, titled, “[Rights Management: Leveraging Industry Standard Metadata.](#)”

EIDR Meets in New York City

EIDR is planning another get-together of our East Coast-based Member companies. Our Member meeting last spring during Metadata Madness was a great opportunity to share experiences and had the added benefit of jump starting the development efforts of a couple of our newer members.

EIDR reserved a room co-located with the HITS NYC meeting (produced by MESA) which takes place that morning:

November 8, 2016
2:00 – 4:00 PM EST
Microsoft Technology Center
11 Times Square, 7th Floor, NY, NY 10036
(Between 41st & 42nd Streets on 8th Ave.)

For all members of EIDR, please RSVP by contacting the [EIDR Secretariat](#).

For all non-members of EIDR, please inquire about membership and attending this event as a guest by contacting [Don Dulchinos](#).

IBC Recap & Other Europe Activity

EIDR in the News

EIDR on LinkedIn

EIDR continues to expand its presence on social media. We now have on LinkedIn two separate presence points: the [EIDR group page](#) allows those who join the group to exchange, discuss topics, post articles or questions. We recently added an [EIDR official company page](#), to better identify our consortium with logos, and web presence.

We are investigating the opening of a Twitter account, to follow our member companies, amplify news, and engage further into the ecosystem. Feel free to reach out to [EIDR Secretariat](#) if you have ideas or want to contribute materials and press links.

Webedia Press Release

Webedia, a leading provider of consumer media information sites, just joined the Entertainment ID Registry (EIDR).

To view the complete press release, please [click here](#).

2016 & 2017 Events

- Oct. 24-28 – EIDR Japan Outreach Meetings
- Nov. 8 – Hollywood IT Summit, New York* (MESA)
- Nov. 8 – EIDR Member Meeting, New York
- Jan. 19 – EIDR Annual Participant Meeting, Los Angeles (tentative date)
* Limited event passes are

EIDR returned to the IBC in 2016.

- Proud to have partnered with RSG Media Systems for the first-ever EIDR exhibit at IBC.
- Co-sponsored *MESA's Rights, Asset & Data Management Forum*.
- Co-presented at *Rights Management: Leveraging Industry Standard Metadata* with Shiv Sehgal, Product Manager, Media Mantra Platform, RSG Media Systems, and Don Dulchinos, Executive Director, EIDR.

Prior to IBC, EIDR was busy in London

- Co-sponsored MESA Europe's Metadata Madness Workshop.
- EIDR Board Chairman, Kip Welch, MovieLabs, and EIDR Member Company representatives, Helen Emms, ITV, and Kyle Mattus, Google, participated on a panel at MESA Europe's THE Summit event in London.

Something Spooky for Halloween

People love to be scared. The very first horror film is believed to be Georges Méliès' *Le Manoir du Diable* (*The Haunted Castle*, 1896). In just three minutes, it manages to include many staples of the gothic horror genre: a medieval castle, a flying bat, witches, a smoking cauldron, ghosts, trolls, and the devil. The viewing public's fondness for fear did not end there. Two of the top ten highest grossing movies of all time^[1] are horror films: *Jaws* (1975), in at number seven, and *The Exorcist* (1973), on the list at number nine.

Recently, London's *Time Out* magazine assembled a panel of over 100 experts to compile a list of the best horror films of all time. "Horror films don't just frighten us. The best scary movies test our limits, challenge our preconceptions and smash the boundaries of cinema – all while sending an ice-cold shiver down our spines. [*Time Out's* list] covers everything from silent movies to cutting-edge shockers, from the horror movies you love to the cult obscurities you never imagined existed." The members of their selection panel ranged from Simon Pegg, who earned his horror chops as the writer and star of *Shaun of the Dead* (2004) and *The World's End* (2013), to Alice Cooper, the macabre "Godfather of Shock Rock" who is

available by EIDR. Contact the EIDR Secretariat for more information.

Archived Newsletters by Headline

- A Preview of EIDR at IBC; Vivendi, Cinfo, Excipio, Webedia, and DECE LLC
- Amazon Joins EIDR; EWG; NAB; NYC
- European Working Group Kickoff; EIDR in New York City; Annual Participant Meeting Recap
- Premiere Digital Joins EIDR; Broadcast Linear Ads to Use EIDR

Newsletter archives are available at www.EIDR.org.

credited with introducing horror imagery to rock-and-roll, and Stephen King, the inspiration for many nightmares and whose works have been adapted for the large and small screen more than 200 times, starting with *Carrie* (1976).

All of the movies on Time Out's list of [The 100 Best Horror Films](#) have a corresponding EIDR ID. For a complete list, please [click here](#).

Happy Halloween!

^[1]Adjusted for inflation. *Gone with the Wind* (1939) remains the all-time box office champ, grossing nearly \$4 billion worldwide.

