## Quarterly European Working Group:

"Developers Conference" – London – Dec 2nd
About twenty representatives of EIDR members met at the offices on ITV, on Friday Dec 2nd. Thank you to Helen Emms and Clive Bishop for receiving us in a stupendous location, overlooking the Thames river with a 270 degrees panoramic view of London.

This time around, we followed the format of a "Developers Conference" of sorts, with few presentations. Our interactions were structured around freeform conversations, including questions and answers with EIDR Principal Scientist Raymond Drewry.

Many members expressed their appreciation for this format, so stay tuned for more events using it!

We covered much ground:

- semantics and what to call what in EIDR – and why
- the evolution of the EIDR ecosystem, and the exchange of EIDR IDs between members, and related workflows
- sports events
- live events, news, documentaries and scripted TV
- languages, where and how to best represent and manipulate them in EIDR

Thank you to Clive Bishop, Head of Archive and Information Policy, ITV, for his keynote address; ITV recently passed the 100,000 milestone of records either registered or matched!

Most importantly, this was a great occasion for EIDR members to share their practice of EIDR, lessons learned, and experience the community of like-minded "metadata tigers".

You can find the materials we covered attached, and on the private area of the EIDR, members-only website. Password is included in the EIDR presentation attached.

### New Member - The Title Registrar

The Title Registry has created a full-service, retail registration agency for EIDR members and non-members, and targeted to individuals and small—to mid-sized companies. In addition, The Title Registry provides a range of EIDR and title management IT services.

### 2017 Events

- Jan. 19 – EIDR Annual Participant Meeting, Google, Venice Beach, California
- Apr. 22-27 – NAB Show

### Happy Holidays from EIDR

Everyone at EIDR would like to end the year by wishing you all a very happy Holiday Season and a prosperous 2017. See you next year!

A special thanks from:

- *Ben Schofield, EIDR Consultant*
- *Charmaine Ras, Alliances Management*
- *Chuck Talarico, EIDR Support*
- *Clint Richmond, EIDR Operations Director*
- *Don Dulchinos, EIDR Executive Director*
- *Erin Lulevitch, EIDR Support*
- *Hervé Utheza, EIDR EMEA*
- *Jim Helman, MovieLabs*
- *Jud Cary, CableLabs*
- *Kip Welch, MovieLabs*
- *Paul Heim, Alliances Management*
- *Raymond Drewry, MovieLabs*

Attendees represented the following companies:

- Bindinc
- British Film Institute
- Google
- ITV
- Magnet
- MediaPress-PPS
- NBCUniversal
- SNL Kagan/S&P Global Market Intelligence
- Sony Pictures Entertainment
- Soundmouse
- TiVo
- Twentieth Century Fox
- Warner Bros.



- *Richard Kroon, EIDR Technical Director*

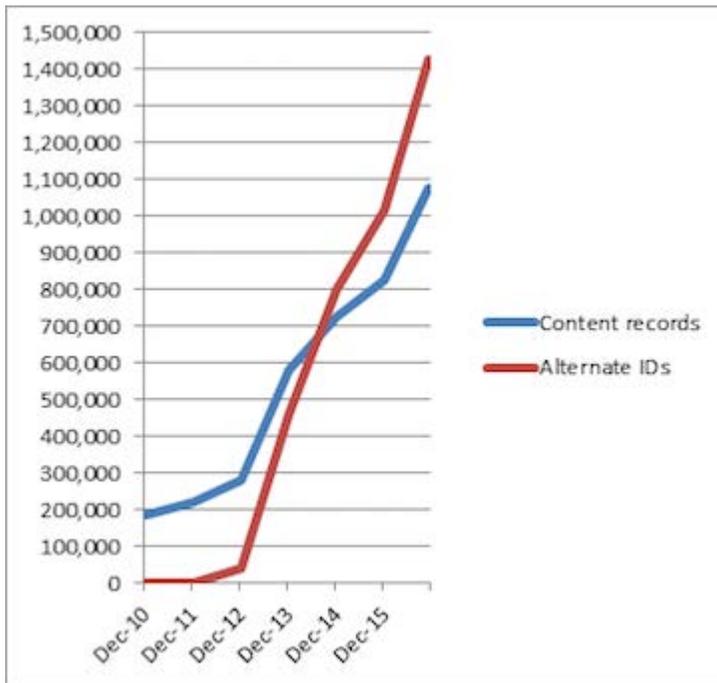### Alternate ID Article and Graph

One of the unique values of the EIDR database is third-party IDs. EIDR currently holds 1.5 million Alternate IDs from over 30 systems. New ID types are added regularly using EIDR extensible data model. Note that many more IDs are held outside of EIDR, and are available from the members themselves directly bringing the total Alternate IDs matched to EIDR up to 2 million.

Alternate IDs have been growing at a faster rate than for records themselves in EIDR, which is not surprising given that EIDR is rapidly approaching complete coverage for many categories of audiovisual assets. EIDR contains not only public IDs from organizations such as archives, but also internal IDs from content creators, distributors and broadcasters. These IDs support many use cases such as second screen applications, additional detailed metadata, and the semantic web.

Some members use EIDR as a source for Alternate IDs. Others use them for catalog matching, especially for records that have otherwise incomplete metadata or for cross-checking the results.

Over 70% of title-level records have one or more Alternate ID in EIDR. For movies, this figure is over 90%. Many popular movies have over 20 IDs from IMDb to AVO Lumiere to the BFI.

Please contact us for more information on how this feature can help you.
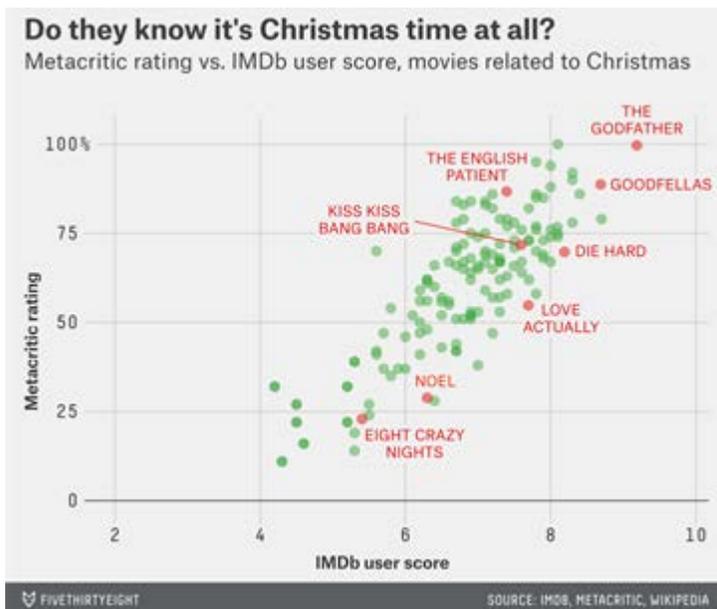
**Say, "Bah! Humbug!" to Christmas Movie Haters**

A Christmas Story (1983) is strangely polarizing. People either love it or hate it – there does not seem to be a middle ground. There's a political allegory in there somewhere, but it's probably best not to dwell. Before we can talk about Christmas movies, we first need to settle on what we mean by

that. The most obvious candidates are:

- Movies that are released near December to capitalize on increased theatrical attendance during the holiday season. This year's crop includes such diverse offerings as *Assassin's Creed*, *I Am Not Your Negro*, and *Rogue One: A Star Wars Story*. Years from now, it's unlikely that any of these will be top of mind as Christmas movies, but they'll be part of this year's Christmas box office rundown.
- Movies that have a Christmas or winter holiday theme. First to mind may be *It's a Wonderful Life* (1946) or *White Christmas* (1954), but this list also includes *Krampus* (2015) and *Bad Santa* (2003).

FiveThirtyEight, a Web site that specializes in opinion poll analysis, recently conducted a comparison of the most popular Christmas movies as ranked by Metacritic (aggregate critical rankings) and IMDb (aggregate audience rankings). The only clear conclusion to be drawn is that some people really have no idea what a Christmas movie is.



**Do they know it's Christmas time at all?**
Metacritic rating vs. IMDb user score, movies related to Christmas

By this ranking, the most popular Christmas movie of all time is *The Godfather* (1972), which was released in March, so it doesn't qualify as a Christmas box office movie or a Christmas-themed movie (though admittedly, much of the action does take place around Christmas). Walt Hickey, who prepared the analysis, theorized that the Metacritic/IMDb Christmas movie list "just identifies which really, really good movies have a scene with a decorated tree or morbidly obese man in red."

TimeOut took a (mostly) traditional view of Christmas and focused their 50 favorite movies on programs where Christmas plays a featured role. These aren't all heartwarming family fair, but the list does include animated TV specials, family comedies, and tear-jerking dramas along with the occasional action film, dark comedy, and so-bad-it's-good entry. If some of the choices strike you as odd, go back and watch them again and you'll find that there's more than a little bit of Christmas in each and every one. [1] For the complete list of Christmas favorites with their EIDR IDs, please click here.

In the interests of bipartisanship, we also include *Paste* magazine's list of the 20 worst Christmas movies of all time. *Saving Christmas* (2014) does not make the list even though it has the lowest IMDb audience rating of any movie – ever. This is because the low ranking is largely in reaction to Kirk Cameron's ill-advised attempt to get his fans to boost the movie's initially poor Rotten Tomatoes ranking – which worked briefly before the inevitable Internet backlash hit.

[1]With the noted exception of *Planes, Trains & Automobiles* (1987), which admittedly takes place over Thanksgiving, but in the US, it's now all part of one extended holiday season that runs from mid November through early January each year.