



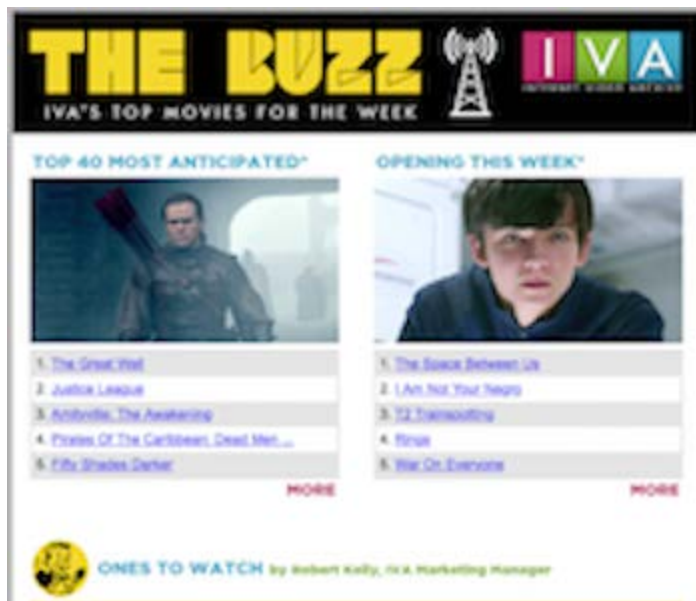
**EIDR**

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## EIDR Usage by Member Companies

### EIDR IDs Mark IVA's Top Movies in "The Buzz"



EIDR Member Company IVA, the [Internet Video Archive](#), is the world's largest online trailer service. They are also strong supporters of EIDR, as revealed by their cool new feature The Buzz. The Buzz highlights movies opening in the coming week, and also tracks the most anticipated coming films, as revealed by trailer plays prior to release. In this example, all five of the new openings, and the top five of the most anticipated releases, are already registered in EIDR. This demonstrates the commitment of studio members of EIDR to create EIDR IDs well ahead of release, covering innovative products like The Buzz, and ensuring the widest possible use of EIDR IDs for efficiency and tracking across the broadest range of a new film's life cycle.

## EIDR Specified in Audience Measurement

EIDR has been specified by the Coalition for Innovative Media Measurement. EIDR IDs are to be embedded in a standard watermark (a Kantar

## New Members

Scripps Interactive Networks – joined EIDR as an Industry Contributor. Scripps Networks is diversified in lifestyle media, developing relevant content for television, internet, satellite radio, books, magazines, and on other emerging media platforms.

Common Sense Media – joined EIDR as an Industry Contributor. Common Sense Media is a San Francisco based non-profit organization that provides education and advocacy to families to promote safe technology and media for children.

Global Eagle Entertainment – joined EIDR as an Industry Contributor. Global Eagle is a leading worldwide provider of inflight entertainment, media content, technology and connectivity solutions to the airline industry.

S&P Global – joined EIDR as an Industry Contributor. S&P Global Market Intelligence LLC is a provider of financial and industry data, research, news, and analytics to investment professionals, government agencies, corporations, and universities.

## 2017 Events

- Apr. 22-27 – [NAB Show](#) – [Click Here for EIDR's detailed show schedule](#)

Media spec to be standardized by SMPTE), and thus available for downstream audience measurement. EIDR's robust hierarchy enables very granular measurement in today's fragmented video marketplace.

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

## EIDR Joins DPP; Tests International Delivery of IDs

EIDR has become an associate member of the [Digital Production Partnership](#), a Membership-based, not-for-profit company, founded by shareholders BBC, Channel 4 and EIDR member company ITV. DPP introduced standardized media file delivery two years ago, and that standard is becoming widespread in file delivery to U.K. broadcasters. EIDR has begun work with member companies in the U.K. and U.S.-based film studios for trial delivery of EIDR IDs within the metadata field of the Digital Production Partnership standard. EIDR IDs may be inserted in the Other Identifier field of the DPP metadata standard, preserved in the supply chain from Hollywood to an operations hub in London, and thence delivered intact to content acquisition sites. The ID is then available to distributors in the U.K. and Europe for further opportunities including data analytics, a current focus of DPP and its members. EIDR IDs and associated Alternate-IDs are increasingly seen as a key to cross-connecting disparate metadata sources (e.g. IMDb, Rotten Tomatoes) about a particular entertainment asset, thus enhancing activities ranging from content discovery to greenlighting of new films.

## EIDR European Working Group

EIDR held its Q2 2017 European Working Group meeting on Monday, April 3rd, 2017. EIDR member company [Bindinc](#). hosted EIDR at their office near Amsterdam. EIDR reviewed many topics and had great presentations from their member companies:

- [TECXIPIO](#) reviewed their solution for copyright infringement, and how this data helps inform many use cases, from infringement fighting to audience measurement.
- [Google](#) discussed the automation of video file delivery using the standards of the [Entertainment Merchants Association](#) (100% of its content providers are now EMA

- May 30-31 – ANGA Com – Germany (joint with TiVo Europe)
- May 25 – Hollywood IT Summit – California (MESA)
- Sept. 14-18 – IBC – Netherlands

## Archived Newsletters by Headline

- [The Title Registrar; Quarterly European Working Group](#)
- [EIDR's 1 Millionth ID; Leveraging Metadata Video; IBC Recap; 100 Best Horror Films](#)
- [A Preview of EIDR at IBC; Vivendi, Cinfo, Excipio, Webedia, and DECE LLC](#)
- [Amazon Joins EIDR; EWG; NAB; NYC](#)

Newsletter archives are available at [www.EIDR.org](http://www.EIDR.org).

compliant) - EMA references EIDR in its specifications, leveraging the [MovieLabs](#) common metadata format.

- Don Dulchinos, EIDR Executive Director, reviewed the work which the EIDR organization and select members are doing on documenting use cases, business ROI and metrics.

Additionally, EIDR held a presentation seminar with select European broadcasters, distributors and their Dutch subsidiaries (NPO, SBS, RTL, Liberty Global, Deutsche Glasfaser). If you are involved with those entities, directly or indirectly, please contact [Hervé Utheza](#) to connect the dots.

## **EIDR Registry Operations Update**

As Q1 of 2017 comes to a close, the Registry has over 1.1 million content records. Highlights from the quarter include:

- The most frequent record type is Episodes followed by Edits.
- These records are associated with over 1.5 million Alternate IDs. There are 15 Alt. ID systems that are each matched to at least 30,000 EIDR records. Four of these ID types originate from Europe: ITV, AlloCiné, European AV Observatory, and Veronica Magazine. The top three publicly resolvable Alternate IDs are IMDb, ISAN and Flixster (Rotten Tomatoes).
- Roughly 1/3 of the root records are in a language other than English. The top 6 non-English languages in descending order are German, French, Spanish, Italian, Japanese and Hindi.

## **The Birth of the Auteur**

The term "auteur," a film director as "the primary creative force in filmmaking, and therefore the true author of a motion picture ... [who] expresses a consistent personal vision in his works, demonstrated by characteristic themes and stylistic traits," was coined c. 1962 by the American film critic Andrew Sarris. The concept has its origins in French film criticism dating back to the 1920s and was further refined by critics writing for *Cahiers du Cinéma* in the 1950s, including André Bazin and Jean-Luc Godard. The first complete expression of the auteur theory, "Une Certaine Tendance du Cinéma Français" (A Certain Trend of French Cinema), was written by François Truffaut in 1954.

Truffaut called it “la politique des Auteurs” (the author’s policy) and claimed that “[t]here are no good and bad movies, only good and bad directors.”

Truffaut put his claim to the test when he made the transition from film enthusiast and critic to filmmaker in 1959 with his first feature film, *Les quatre cents coups* (The 400 Blows), which also earned him his first Academy Award nomination for best original screenplay and an award for best film from the French Syndicate of Cinema Critics. A total of five of his films are now on Steven Jay Schneider’s list of *1001 Movies You Must See Before You Die*. Over the years, his films have received 54 nominations and awards from the likes of BAFTA, Berlin International Film Festival, Cannes Film Festival, Chicago International Film Festival, César Awards, Hugo Awards, Italian National Syndicate of Film Journalists, National Board of Review, and Venice Film Festival, among others. *La nuit américaine* (Day for Night, 1973) was even nominated for Academy Awards in two different years: 1974 for best foreign language film and 1975 for best director, supporting actress, and screenplay in 1975, the result of a quirk of the Academy’s rules at the time where foreign films had a different eligibility period.

Over his 40-year career, Truffaut directed 28 films, wrote 34 films, produced 17 films, and appeared as an actor in 16 films – often acting as writer, director, and actor on the same project. His final credit, and only television production, was for co-writing the French mini-series *Belle Époque* (1995).

Every film François Truffaut ever made – as a director, writer, producer, or actor – can be found in the EIDR Registry. For a list of his 46 films with their EIDR IDs, please [click here](#).

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