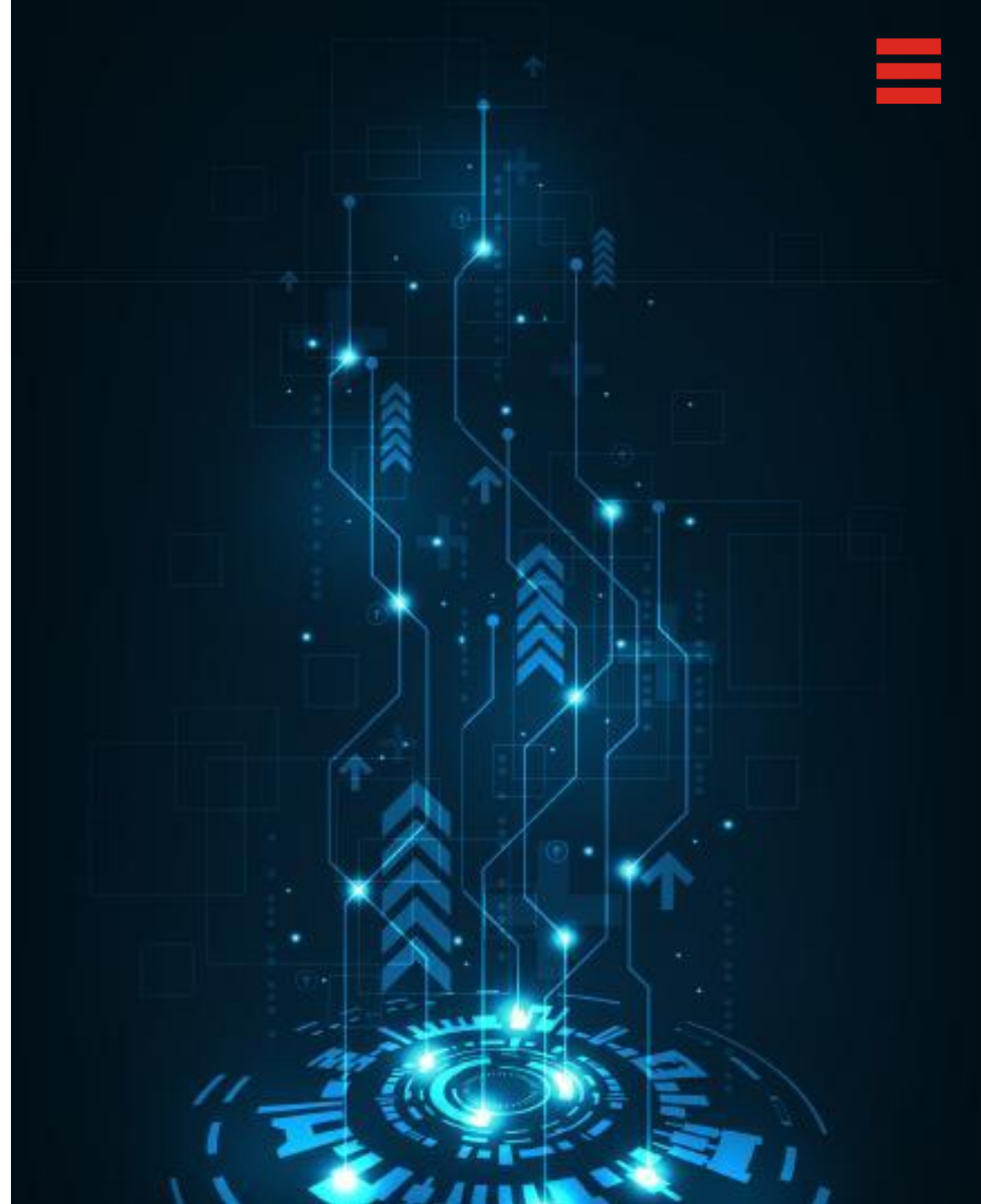RED BEE

DISCOVER

HOW RED BEE MEDIA'S
PARTNERSHIP WITH EIDR
ENHANCES CONTENT METADATA

RED BEE MEDIA
INTRODUCTION

- Red Bee Media is a global metadata services company offering solutions for several segments of the entertainment marketplace.
  - vMVPDs (Virtual) & MVPDs (Multichannel Video Program Distributors)
  - Broadcasters and Streaming Services
  - Entertainment and Consumer Electronics Companies
  - Rights and Residuals Groups
  - Studios, Unions and Guilds
  - Media and Audience Measurement Companies
  - Content Aggregators and Distributors
  - Advertisers and Brands

- For 20+ years, we've built a database of enriched program metadata and imagery for over 10 million TV and movie programs.

- Originally focused on Linear EPG and Print, our business has evolved to support FAST, OTT, VOD, Universal Search, and more industry services.

RED BEE MEDIA

INTEGRATION WITH EIDR

- Red Bee Media has developed a mapping process that associates EIDR IDs to Red Bee metadata.

- We have more than 1.7 million EIDR IDs successfully mapped to content in our database.

- EIDR IDs support a variety of Red Bee Media services, including data migration and customer onboarding.

- Our EIDR mapping process has been integrated into various third-party data provider workflows.

- This integration ensures that our program database and mapping processes are as accurate as possible when EIDR IDs are present.

RED BEE MEDIA

FUTURE COLLABORATION

- Advancing content management practices through global standardized identification and metadata enrichment is a shared goal.

- Leveraging our content mapping expertise and EIDR ID integration, we offer a unique mapping and registration solution for EIDR members.

- This new initiative with Red Bee and EIDR enables members to expedite catalogue onboarding and registration in the EIDR database, gaining access to Red Bee's resources, guidance, and support.

BORN IN BROADCAST,
LIVE FOR MEDIA

www.redbeemedia.com

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