# EIDR

April 13, 2021 | 9 am - 1 pm

## Annual Participant Meeting

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# We are a
# **Global Market Research Company Specialized in Media & Telecommunications**

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## ABOUT OUR COMPANY

Since 1987, we study how markets evolve in any of their formats and screens, developing primary survey methodologies for linear and non-linear content measurements.

## CONTACT US!

✉ hello@bb.vision

📞 +1 (305) 744 6455

📍 https://bb.vision

**9 – 9:15 a.m.**............................**Welcome/Opening Remarks**

**9:15 – 9:45 a.m.**......................**Setting the Stage for EIDR's Annual Participant Meeting (and Beyond)**

**9:45 – 9:55 a.m.**......................**Board Spotlight: Universal Search**

**9:55 – 10:10 a.m.**....................**Under the Hood: Registry Improvements and Roadmap**

**10:10 – 10:15 a.m.**..................**Introduction to Breakout Sessions**

**10:15 – 10:30 a.m.**..................**NETWORKING BREAK**

**10:30 – 11:45 a.m.**..................**EIDR TECHNOLOGY SHOWCASES** ( Multi-Track Break-Out Sessions )

    **TRACK 1: DEDUPE, AUTOMATION & APPS**

    **TRACK 2: DATA, INNOVATION & COLLABORATION**

    **TRACK 3: DISCOVERY & INSIGHTS**

**11:45 – 12 p.m.**.........................**NETWORKING BREAK**

**12 – 12:15 p.m.**.........................**Board Spotlight: Adoption Journey**

**12:15 – 12:45 p.m.**...................**Power User Group and User Engagement**

**12:45 – 1 p.m.**...........................**Closing Remarks & Wrap-up (and where we're headed)**

**1 – 1:30 p.m.**.............................**NETWORKING RECEPTION**

**9 – 9:15 a.m.  Welcome/Opening Remarks**
Kip Welch, Executive Director, Entertainment ID Registry (EIDR)
Bill Kotzman, Partner Product Manager, TV/Film, Google and Chairman, EIDR

**9:15 – 9:45 a.m.  Setting the Stage for EIDR's Annual Participant Meeting (and Beyond)**
Our Board of Directors gathers in the morning to kick off our meeting with an outline of EIDR's strategic vision for 2021. This opening session addresses the role of EIDR in the growth of streaming platforms, the goal of ubiquitous coverage of new film and TV content, and the continuing plans for platform refresh.
Moderator: Eric Iverson, CTO, Media & Entertainment, Amazon Web Services
Panelists:
Bill Kotzman, Partner Product Manager, TV/Film, Google and Chairman, EIDR
Scott Maddux, Vice President, Content Strategy & Business Development, Xperi
Artin Nazarian, Executive Director, Integration & Digital Distribution Strategy, The Walt Disney Studios
Alicia Tolbert, Director, Media Archive Operations & Global Title Management, NBCUniversal Media

**9:45 – 9:55 a.m.  Board Spotlight: Universal Search**
Whether driving efficiencies or integrating your asset management or data strategy, these 10-minute case studies from EIDR Board companies illustrate the different adoption paths followed by major media companies as the EIDR system is introduced across different workflows in multiple business units and functional areas.
Jason Pena, Program Manager, Google

**9:55 – 10:10 a.m.  Under the Hood: Registry Improvements and Roadmap**
In this session, EIDR's Director of TechOps reviews EIDR's continuous improvement programs. launched in 2020 to increase EIDR's value throughout the M&E supply chain with initiatives focused on systems, process, and metadata. Measurable improvements have already been delivered in registry de-duplication (starting with the release of EIDR 2.5) and record data quality as we look forward to continued improvements throughout 2021.
Robert Grayson, EIDR Support Manager, Premiere Digital Services
Richard Kroon, Technical Operations Director, EIDR

**10:10 – 10:15 a.m.  Introduction to Breakout Sessions**
Guy Finley, President and Chief Executive Officer, MESA

**10:15 – 10:30 a.m.  NETWORKING BREAK**

**10:30 – 11:45 a.m. EIDR TECHNOLOGY SHOWCASES** ( Multi-Track Break-Out Sessions )

Welch

Kotzman

Iverson

Nazarian

Maddux

Tolbert

Pena

Grayson

Kroon

Finley

Industry experts share innovative ideas, processes, or perspectives in an interactive and intimate way with the audience who are free to choose which topic/area they find most interesting. Sessions will address key areas of EIDR innovation on separate tracks.

TRACK 1: DEDUPE, AUTOMATION & APPS
TRACK 2: DATA, INNOVATION & COLLABORATION
TRACK 3: DISCOVERY & INSIGHTS

# TRACK 1: DEDUPE, AUTOMATION & APPS

### 10:30 – 10:45 a.m.  PDS Supporting EIDRs – The Deduplication Process

In this breakout session Premiere Digital Services (PDS) will highlight its involvement with EIDR: from the services it provides for EIDR to how it utilizes the universal identifier. During this presentation, the EIDR Support Manager will run through a typical day from the perspective of an EIDR member seeking to register an asset into the EIDR Registry. The manager will explain the process from the perspective of a support agent, giving a brief look behind the scenes of the manual deduplication review process.

Robert Grayson, EIDR Support Manager, Premiere Digital

### 10:50 – 11:05 a.m.  Scripting EIDR Integrations using JSON

EIDR enterprise integration has, until this point, required significant preparation and investment. But, with the new JSON-based APIs from EIDR and The Title Registrar, it is now possible to incorporate lightweight, script-based integrations in days, not month, for EIDR lookup, verification, resolution, and registration / modification of content. Sylvester Lan will show how simply these can be done, in Python or JavaScript, and how these new capabilities can help improve the reach, scope, and quality of EIDR metadata throughout the entire production and supply chain.

Sylvester Lan, Web Services Architect, The Title Registrar
Curt Mayers, Chief Executive Officer, The Title Registrar

### 11:10 – 11:45 a.m.  Open Source Opportunities: A Reshuffe Be-In

The EIDR API Proxy is built on the Reshuffle framework, which has capabilities and applications well beyond EIDR's current use. Recently, Reshuffle moved to a full open source model, making it possible for everyone to implement Reshuffle-based applications more quickly and more easily than with traditional custom software development. Included in the open source platform is an EIDR Connector, allowing for direct access to the EIDR registry without the constraints of EIDR's current XML-based API. Join Reshuffle developers and users for a discussion of the future and future applications of this new open source framework.

Avner Braverman, Co-founder & Chief Executive Officer, Reshuffle
Raymond Drewry, Vice President, EMEA Operations & Principal Scientist, MovieLabs
Richard Kroon, Technical Operations Director, EIDR
Anton Marsden, Software Developer, Outform
Alex Olugbile, Vice President, Digital Media Technology, NBC Universal

# TRACK 2: DATA, INNOVATION & COLLABORATION

### 10:30 – 10:45 a.m.  Common Sense Media – Supporting M&E and Ensuring the Digital Wellbeing of Kids/Families Everywhere

Media and technology are at the center of kids' lives every day. From a very young age, kids use technology to connect with friends and family and to document their lives and create digital content of their own. Since 2003, Common Sense has been the leading source of entertainment and technology recommendations for families. We rate & review movies, TV shows, books, and more so parents can feel good about the entertainment choices they make for their kids. We offer the largest, most trusted library of independent age-based ratings and reviews. Our timely parenting advice supports families as they navigate the challenges and possibilities of raising kids in the digital age. Through our partnerships in the PayTV space, families can find our must have information on some of the premiere cable, telco, and OTT platforms such as Xfinity, Verizon FIOS, AppleTV, Sky, AT&T, and more. Our work and collaboration with EIDR.org allows our shared partners to have direct access to the asset specific url link that presents key information such as an age recommendation, content assessment/parents' guide grid, synopsis, and more. Along with the URL, we provide the CSM UUID so licensed PayTV partners can reconcile the CSM asset IDs to the EIDR IDs supporting title matching efforts. In this session, we'll provide a brief overview of our resources and how we serve families through our PayTV integrations.

**James Rodder,** Senior Director, Business Development, Common Sense Media

*Rodder*

### 10:50 – 11:05 a.m.  Coming Soon to a Value Chain Near You: Venue ID

The movie/TV industries as well as the music industry needs to identify "venues" where content is created and where content is "used". EIDR has teamed up with DDEX, the global standards-setting organization focusing on the music industry, to deliver a system that identifies such venues. This session presents the preparatory work already under way.

**Raymond Drewry,** Vice President, EMEA Operations & Principal Scientist, MovieLabs
**Niels Rump,** Secretariat, DDEX

*Rump*

### 11:10 – 11:25 a.m.  Auto-Register EIDR IDs for any UK Broadcaster

MetaBroadcast processes metadata for over 70 UK broadcasters' and 280 channels' linear and on demand content. This includes providing API integrations with leading broadcasters. MetaBroadcast is well placed to help support and increase the adoption and use of EIDR in the UK as they can use their existing matching processes and content database to auto-register EIDR IDs (subject to broadcaster permission) on behalf of any UK broadcaster.

**Toby Gordon,** Chief Executive Officer, MetaBroadcast

*Gordon*

### 11:30 – 11:45 a.m.  Data Mastering at Scale

The gap between business needs around data quality and availability and the reality of the state of enterprise data has never been larger. As enterprise data grows exponentially, decades of technologies have failed to address the challenge of large data volume and variety and unintended data silos. There is often enormous value in integrating these silos for customer cross-selling, optimizing supply chains, title mastering, etc. Traditional rules-based mastering for silo integration does not scale. It is well known that rule systems will work as long as the rule base is small (say 500 rules). When a mastering project requires substantially more than that, traditional projects tend to fail. This leads one to conclude that traditional data mastering is fine for small/simple problems; however, a new approach is needed for bigger/more complex projects. So, how can we solve this issue? Enter data mastering. This session will showcase real-world examples from the entertainment industry to illustrate these points and showcase actionable insights to implement successful data mastering projects.

**Yizhi Yin,** Sales Engineer, Data Scientist, Tamr

*Yin*

# TRACK 3: DISCOVERY & INSIGHTS

**10:30 – 10:45 a.m.  Trends on Marketplaces & Universal Audiovisual Databases**
What's the trend behind Online Audiovisual Marketplaces? What are Universal Audiovisual Databases? Why will EIDR become increasingly important? FlickShow as a one-stop universal registrar.
**Tomas Gennari,** Founder & Chief Executive Officer, BB-Media and FlickShow

Gennari

**10:50 – 11:05 a.m.  What's on? 314,336 Films, 94,539 Shows & 3,100,354 Episodes**
The wildest content intelligence endeavor in the history of entertainment business. How to impossibly stitch together every available title across every existent streaming service in the world?
**Tomas Gennari,** Founder & Chief Executive Officer, BB-Media and FlickShow

**11:10 – 11:25 a.m.  Empowering Insights & Intelligence with EIDR**
Universal identifiers are a critical component, not just for titles, but for buyers and sellers to connect and exchange other unique datasets as well. In today's chaotic content environment it is critical to combine supplementary insights and consumer behavior like reactions, sentiment, preferences, consumption, affinity, and engagement made possible by EIDR ID's. This would allow for more informed decision making around licensing, distribution, and merchandising. Join this session to find out how!
**JT Esquibel,** Executive Account Manager, Whip Media

Esquibel

**11:45 – 12 p.m. NETWORKING BREAK**

**12 – 12:15 p.m.  Board Spotlight: Adoption Journey**
EIDR's board member from ViacomCBS describes the adoption path for EIDR across the newly merged corporation, starting with early adoption by Paramount, followed by Showtime and Smithsonian, and continuing on to broad evaluation across ViacomCBS media units, with a goal of extending into new growth areas like Paramount+.
**Sarah Nix,** EIDR Board Member and Senior Director, Archives & Global Data Governance, ViacomCBS

Nix

**12:15 – 12:45 p.m.  Power User Group and User Engagement**
EIDR's Power User Group meets monthly to discuss use cases and increasing user input through the Power User Group and its plans for leveraging member knowledge and influence in 2020. The session highlights the Group and the need to have users serve as product managers, alpha/beta testers and creators of user stories to drive the continued evolution of the registry platform.
**Moderator: Sarah Nix,** EIDR Board Member and Senior Director, Archives & Global Data Governance, ViacomCBS
**Panelists: Jorge Boada, Manager,** Metadata Management, Showtime
**Shari Okamoto,** Manager, EMS Operations, The Walt Disney Company
**Anna Rybakov,** EMS Data Steward, The Walt Disney Company
**Marine Suttle,** Executive Vice President & Chief Product Officer, The Boxoffice Company

Boada

Okamoto

Rybakov

Suttle

**12:45 – 1 p.m.  Closing Remarks & Wrap-up (and where we're headed)**
**Eric Iverson,** Chief Technology Officer, Media & Entertainment, Amazon Web Services

**1 – 1:30 p.m.  NETWORKING RECEPTION**

# EIDR

## Board Members

Google  |  NBCUniversal  |  Netflix  |  Sony Pictures Entertainment  |  The Walt Disney Studios
TiVo  |  ViacomCBS  |  WarnerMedia

## Promoters and Contributors

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Disney/ABC Television  |  Exactuals  |  FilmTrack  |  Global Eagle Entertainment  |  Imagion AG  |  Lionsgate  |  Meta  |  MetaBroadcast
Microsoft Corporation  |  Nordic Entertainment  |  OWNZONES  |  Paramount  |  PBS  |  Pantaya  |  Qube Cinema  |  RightsLine Software
RSG Media Systems  |  Scripps Networks  |  Showtime Networks  |  Spherex  |  Starz Entertainment  |  Tamr
Univision Communications  |  Variety Business Intelligence  |  Viaplay  |  Vobile  |  Vubiquity  |  Webedia Movies Pro  |  Whip Media

## Partners

Ad-ID  |  Association of Moving Image Archivists  |  BBFC  |  British Film Institute  |  CIMM  |  Cineuropa
Common Sense Media  |  Corporation for National Research Initiates  |  DEG  |  DOI  |  DPP International  |  Federation of Film Archives (FIAF)
Library of Congress  |  MESA  |  SMPTE  |  Streaming Video Alliance  |  TIB (German National Library of Science and Technology)
Title Registrar  |  UCL  |  Vuulr

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