EIDR
Entertainment Identifier Registry

Entertainment ID Registry
TWG, BMWG, and POC Update

May 21, 2013
NBC Universal
Los Angeles, CA

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Agenda

- EIDR Progress Update
- New Member Presentation – Japan CableLabs
- EIDR Technical and Operations Update
- Bulk Registration Progress and Read Out
- NBC Universal Title Management/EIDR Matching and Registration Process
- Music Cue Sheet Reporting
- Cable/Broadcast Ad and Distribution
- NBC Universal-Rentrak Theatrical Reporting
- MPAA Ratings, Early Registration

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Member Recruiting

- **Microsoft**
- **S&T Technologies**
- **DigitalSmiths**
- FilmTracks, Screen Plays
- Netflix, Tivo
- Amazon
- Nielsen, Tribune
- Sony DADC, Technicolor
- Verizon, AT&T
- Lionsgate
- AETN, Starz, Univision, AMC Networks, Scripps
- Samsung, LG, Panasonic, Sony Electronics

Member Recruiting – Annual Meeting Ideas

- Social Networking (Facebook, Twitter/BlueFin)
- Sharing of Trailers (Screenplays)
- Gaming (Electronic Arts - Mediamorph) , iPlay, king.com
- Media Chatter / measurements / spiders
- Sports (MEA Conference, NFL Films, MLB)
- Content Identification/ACR - Shazam
- Fandango, Cinema Source, AOL, MovieFon, Variety.com
- Second Screen in general
- Archives / Library of Congress?
- Interfacing to Rights Management systems
- Music, or A-V versions - Counterpoint, BMI, ASCAP
- Expansion of EIDR to non-AV – Apps, Music, Games
- Apps for sharing of EIDR MIME

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Business Development

- EIDR-AdID Interop at CableLabs completed.
- CIMM Next Steps.
  - SMPTE content ID binding study group proposal
  - Enlist programmers to bring in Nielsen
- Standards in progress
  - SMPTE RP 2079 EIDR/DOI ID format in final candidate draft ballot
  - SMPTE RP 2021-5 Ad-ID/EIDR for BXF and ATSC in working draft
- ISAN discussions moving (ITV Trial).
  - Service bureau term sheet complete
- EIDR Use Cases included in Alternate Content interop at CableLabs (part of cable transition to IP.)
- Newsletter for non-members

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Marketing and Outreach Events

• April 8	NAB – ***Thanks Prime Focus, Cognizant*** 9 Member Company Exhibitors
• April 22	U.K. Visit (BBC, Sky, BT, ITV)
• May 7	Hollywood IT Summit
• May 21	TWG Face to Face ***– Thanks NBCU***
• June 10–12	NCTA Cable Show, Wash. D.C.
• Asia Outreach	Fall 2013
• IBC	September 2013

Getting to Scale - 2013

- Bulk Registrations, Mostly Episodes, Heading Toward ~ 1 Million Titles
  - Sony – 89K records registered/matched — Nearly complete.
  - Warner Bros – ≈100K records pending — Q213
  - Fox — ?
  - NBCU — ?
  - Disney (ABC) — Q4 13
  - Paramount — TBD
  - Baseline, BFI, Rovi
- Catalog Matching & Bulk Registration review complete
  - Looking back: Sony debrief
  - Looking forward: Issues & workflow
  - Best practices under development

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EIDR Operations Highlights

Category	Today	2012	2011	2010
Total records	**379,201**	**279,900**	**221,146**	**183,915**
Original/title-level content:				
Movies	65,994	51,496	45,774	43,573
Series	10,998	9,613	8,719	7,541
One-Time-Only TV	26,976	26,112	22,199	17,952
Shorts	1,829	1,406	1,224	1,121
Web	5	4	0	0
Episodes	234,212	158,371	130,284	105,891

Next Major Release – Ver 2.0 in Progress

- EIDR 2.0 Project Update
  - All previously identified 2.0 features remain in scope
  - Member backwards compatibility testing: July 18-31
  - Anticipated Production Release: August 3
- 2.0 Compatibility Advisory
  - API ≤ 1.0 Sunset
  - No backwards compatibility for Encodings or Language Variants
    - Existing records will be migrated
    - < 2.0 API calls will not be supported
  - Hands-on migration support for existing Encoding integrations will begin July 11

Tiger Teams

- Live Events & Sports Tiger Team – Complete
  - Live Events recommendations
  - Provisional Data recommendations
  - Proposals submitted for approval
- Video Services Tiger Team (David Agranoff, CableLabs)
  - Comcast, Time Warner Cable, ABC, ESPN, Turner
- Required Data Tiger Team (Richard Kroon, EIDR)
  - Kicked off May 16 @ 9:00am
  - Next meeting May 22 @ 9:00am
  - Call for data back-fill from all members
- Theatrical Shorts Tiger Team (Richard Kroon, EIDR)
  - Kicks off May 23 @ 8:00am
  - Establish best practices for theatrical shorts registration, including series of shorts. May also address Web-based shorts
- Language Versions Tiger Teams (Jim Helman, MovieLabs)
  - Review practices on 3-level hierarchy and binding language tracks to Manifestations vs. Edits
  - Call for interest

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IMPLEMENTATION/DEPLOYMENT

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NBCU Title Management Demo

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NBCU-Rentrak Theatrical Reporting

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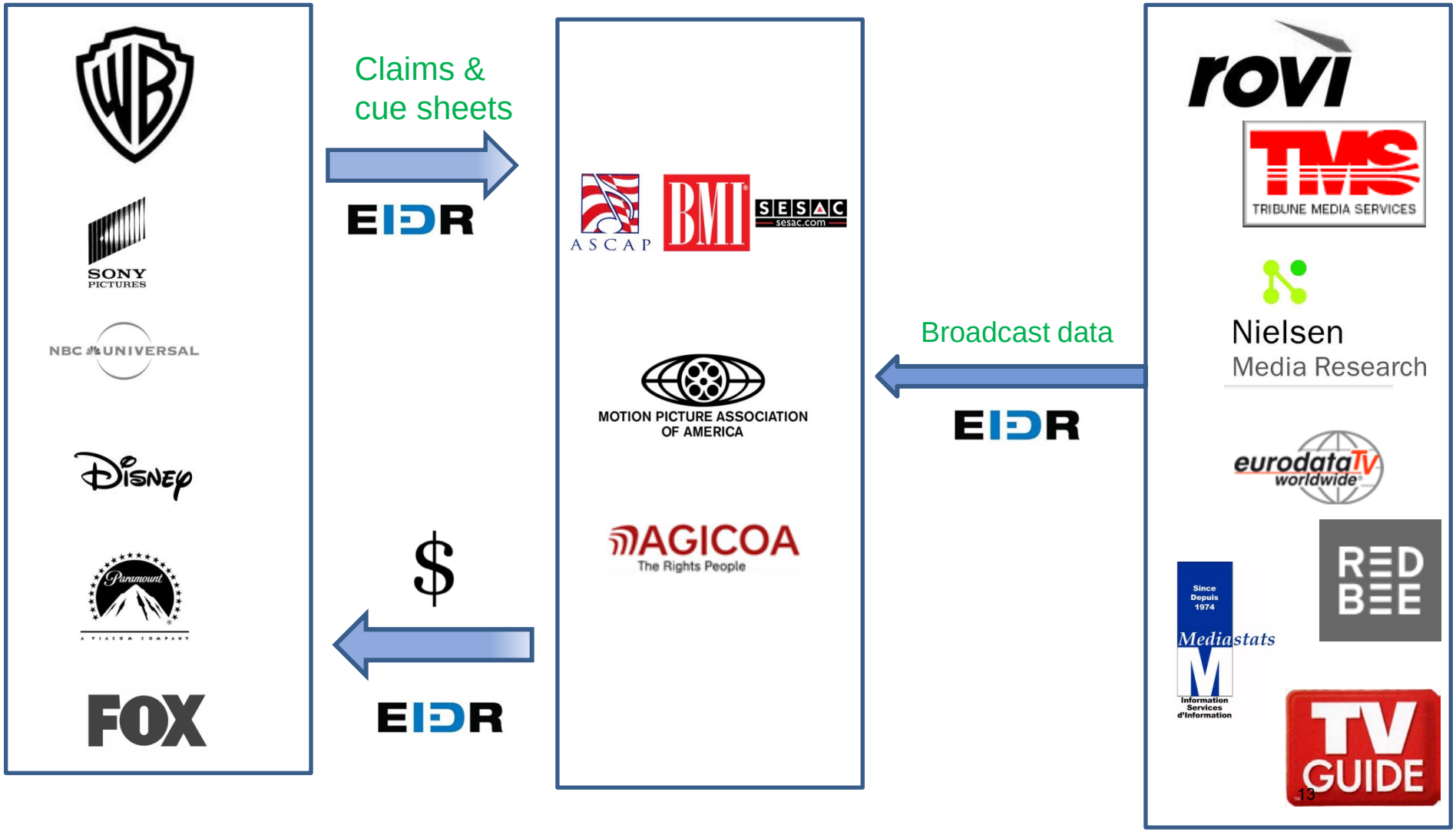
Coming Deployment – Rights Society Collections



Cable and Broadcast Distribution, Measurement

CableLabs EIDR "Virtual' Interop

November 2012 -April, 2013

- Summarize impressions by Ad-ID for invoice purposes
- Summarize impressions by EIDR for royalty purposes
- Report user detail by Ad-ID or EIDR

Top Ten Things Marketers Need to Know About: Dynamic Ad Insertion (DAI)

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9. How "EIDR" and "Metadata 3.0" Fit into DAI
EIDR exists to uniquely identify video assets. It's an enhancement to the work and products of DAI, because it helps track ads and report that information back to advertisers.

Cable and Broadcast Distribution, Measurement

Open Standard "UPC" for Tracking Ads, Content Across Platforms Green Lighted by Brands and Media Industry Groups

Calls for widespread industry adoption of Ad-ID and EIDR coding for all advertising, video content assets

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Cable and Broadcast Distribution, Measurement

Coalition for Innovative Media Measurement;
TAXI Initiative Final Report

- CIMM published final report; call for EIDR as mandatory content ID in broadcast advertising (along with AdID for ad content ID)
- Ad and program media asset registered with EIDR and Ad-ID. The media files are then converted to AMWA AS-12 and AS-03 versions (file based asset workflow standards) with corresponding IDs embedded in the file. EIDR and AD-ID data then placed into the existing standard closed captioning (CC4) data space in a broadcast stream. Enables the media identifiers to travel with live baseband video through a television plant.
- Next step SMPTE proposal for binding identifiers in watermarks.

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Cable and Broadcast Distribution, Measurement

CL Metadata 3.0

CTAM ADVANCED CABLE SOLUTIONS CONSORTIUM

CableLabs Content 3.0 Metadata Use Cases:
A Path to Increase Revenues and Decrease Costs

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Theatrical Rating/Early Registration MPAA and NBCU

MPAA side

- CARA is the Classification and Rating administration group within MPAA.
- CARA will create a field in the rating form. The field is optional. The field is a generic ID where other IDs (EIDR being one of them, ISAN or Studio IDs etc) can be used.
- The rating information will be returned to studios with EIDR ID that is provided in the form.
- Specification document is being finalized and the development will start in a few weeks.

Theatrical Rating/Early Registration

NBCU Side

- The edit level EIDR ID is required in the form
- NBCU's Title Management System can create the edit level EIDR ID.

EIDR Side

- Question for TWG – What is state of play of early registration across new film releases, new television episodes?

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Proof of Concept Development

- Rights Management
- Fingerprinting and Watermarking
  - Disney, NBCU, Google (YouTube), NTT interested in a PoC.
- Multiplatform/second screen applications
  - Clearleap
- Content Recommendation systems
  - Shaw
- Metadata Enhancement/Enrichment
- Cross-Studio/Electronic Retailer End-to-End

Cross-Studio/Electronic Retailer End-to-End