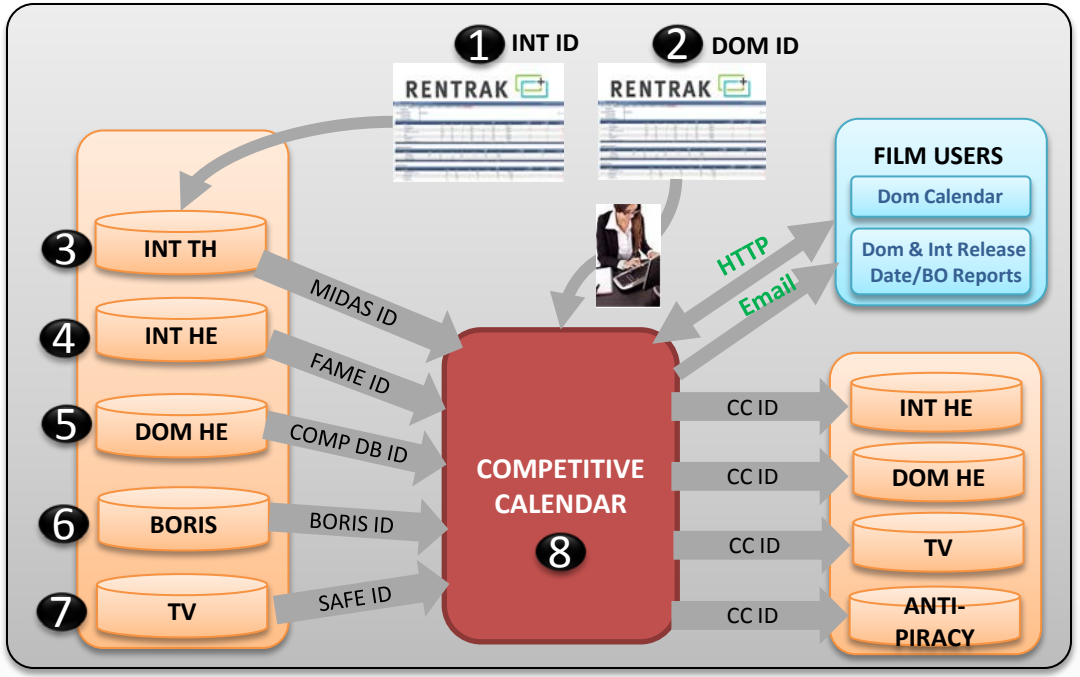
AS-IS

- 8 different IDs and mapping
- No linkage between Rentrak Domestic & Int'l
- Time consuming manual matching (string)

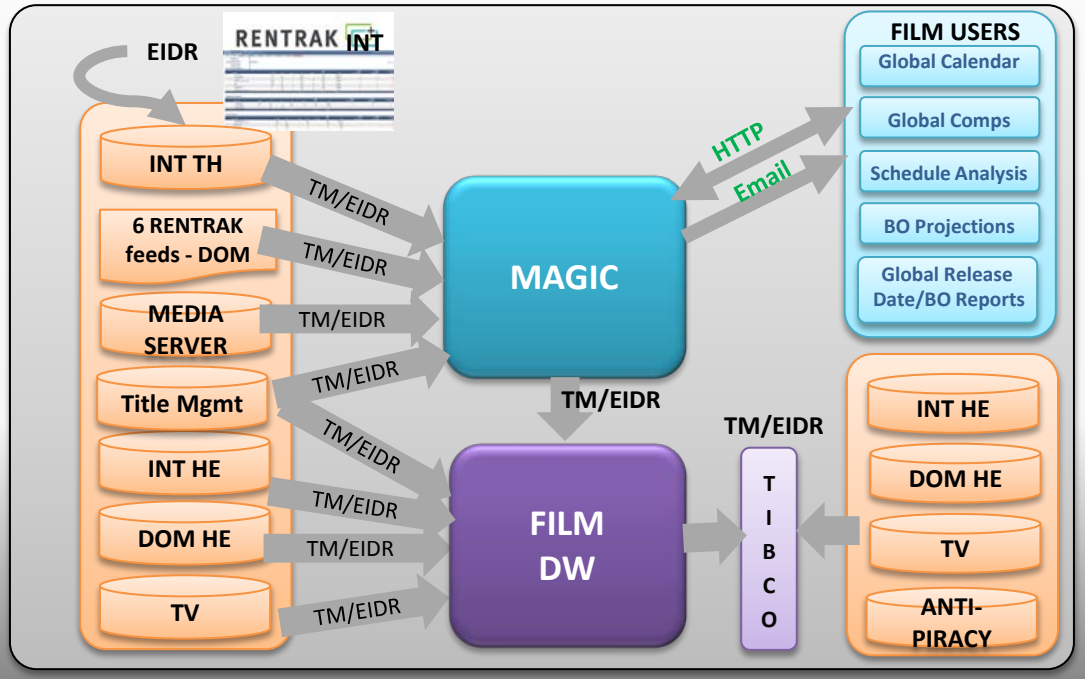


TO-BE

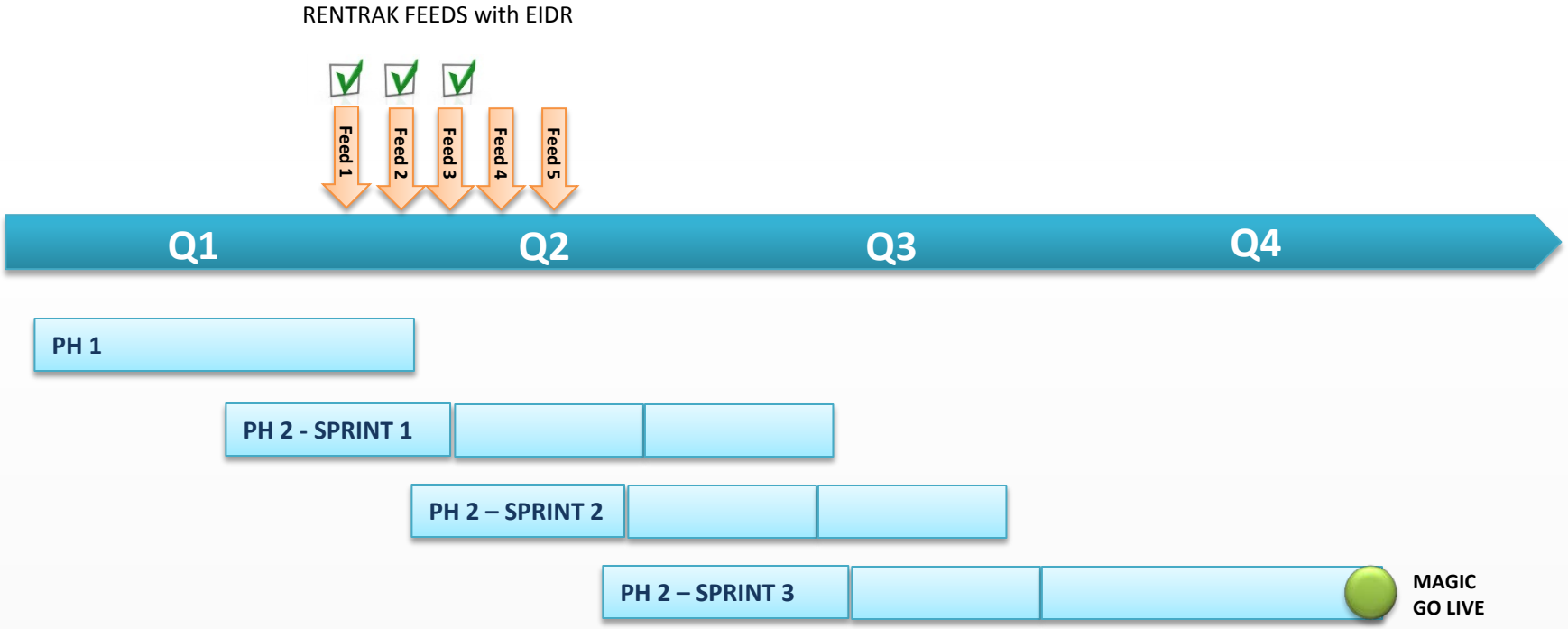
- Common ID for internal and external
- Linked Rentrak Domestic & Int'l Th'l Data
  - across windows down the line
- Reduced title matching for Universal titles
  - reduced matching for competitive titles if other studios provide EIDRs to Rentrak

Long Term

- Eliminates mapping for new co-distribution deals
- Brings EIDR to the beginning of Product Distribution Lifecycle – providing early linkage point for downstream distribution and performance data



Timeline:



Rentrak Feeds

Feed #	Description	Includes EIDR	Feed Development Status:
1	Box Office Daily (AM Flash Grosses)	Yes	Completed
2	Studio Reported Grosses	Yes	Completed
3	Upcoming Releases	Yes	Completed
4	Release Date Changes	Yes	Target : June
5	School Calendar (no EIDR)	N/A	Target: Aug