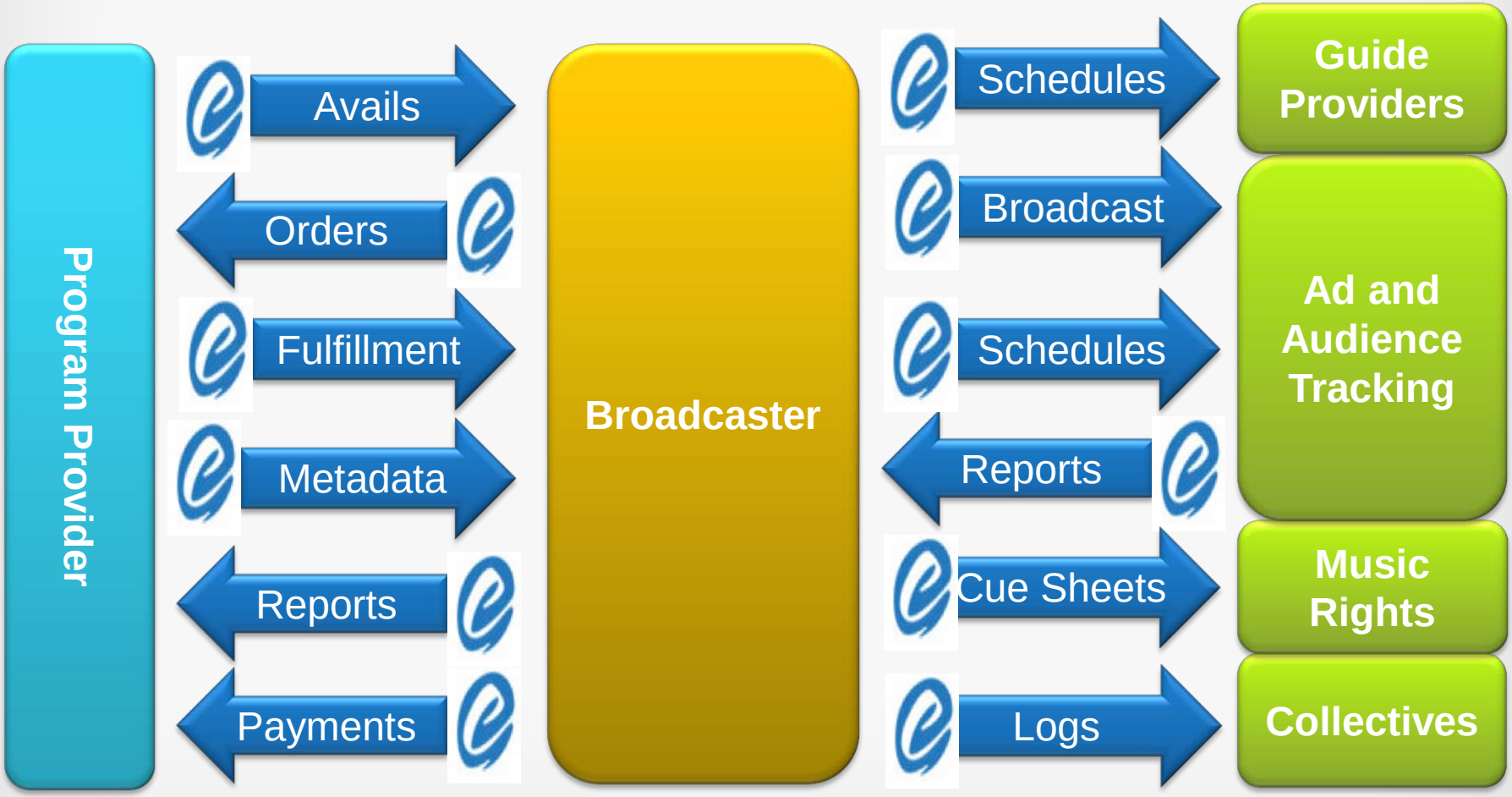
EIDR Broadcast Features and Video Service ID

Richard Kroon, Engineering Director, EIDR

EIDR in Broadcasting



EIDR in VOD

Program Provider

Avails

Orders

Fulfillment

Metadata

Reports

Payments

VOD Provider

Metadata

Scheduling

Metadata

Content Discovery

Schedules

Reports

Reporting Providers

Cue Sheets

Music Rights

Obtaining an EIDR ID

- Ideally, EIDR IDs are provided in broadcast & VOD avails (which is increasingly true)
- However, this does not typically include news, sports, and local origination programming
  - Waiting for a guide provider to register them means most broadcast workflows gain no benefit
  - Registration of these gap records by the broadcaster increases the broadcaster's accrued value
- EIDR's value in the overall broadcast ecosystem increases with coverage rates, motivating the registration of these gap programs

Reaching 100% Coverage

- Broadcasters and Station Groups can match/register any programs that do not arrive with EIRD IDs
- Regularly scheduled programs (such as news) can be registered well in advance of airing
  - The primary distinguishing characteristic is broadcast day
  - If there are multiple instances per day, then distinguish by time slot
- Local origination programs can be registered as they are produced
  - EIDR can accommodate projects in development
- Sports programs can be registered as they are scheduled
  - EIDR has special provisions for live events & provisional data

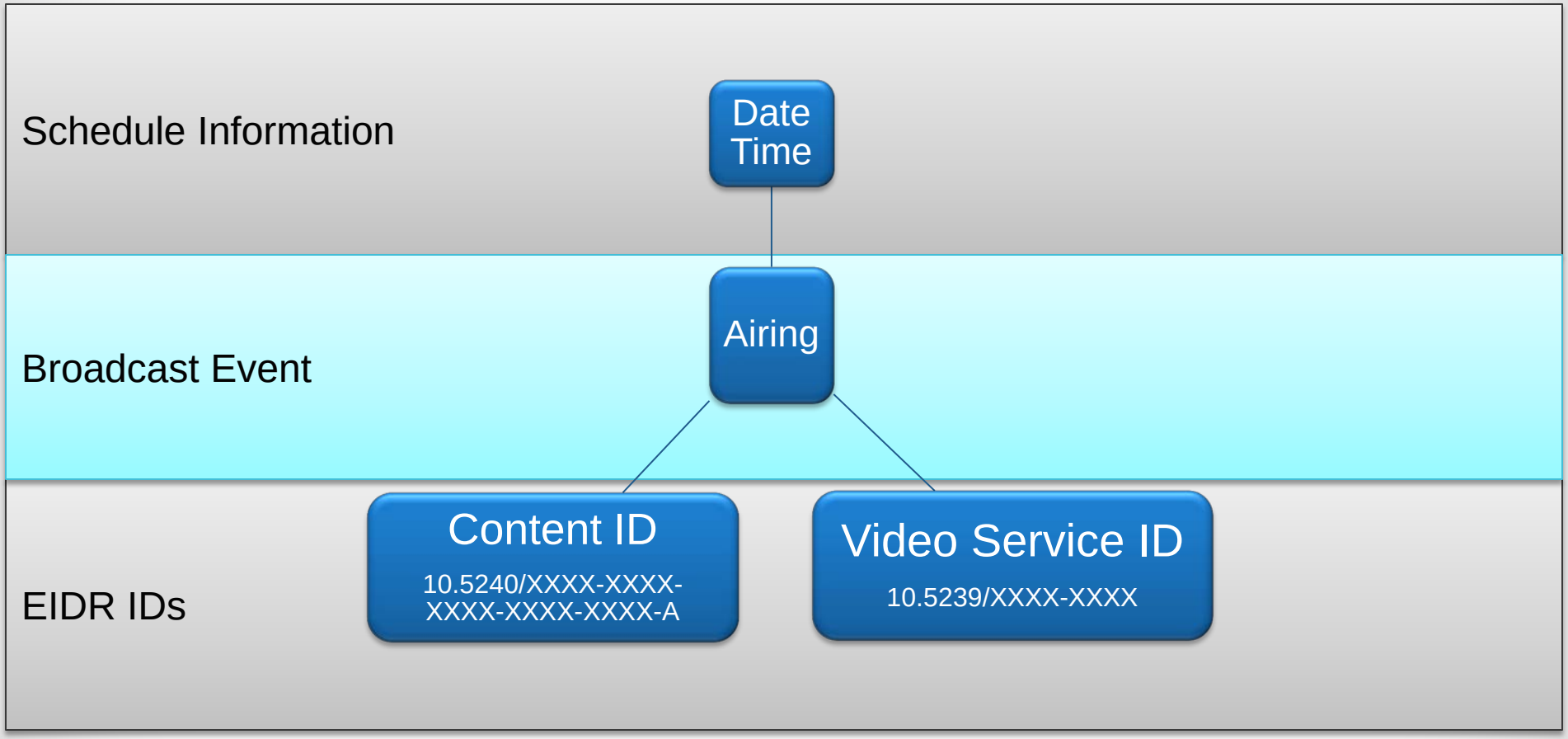
Video Services: The Missing Link

- A particular broadcast event (airing) is generally described by:
  - Program being presented (episode of a series, movie, etc.)
  - Distribution channel (ABC, HBO-2 Pacific, etc.)
  - Time slot (start and duration)
- EIDR Content IDs uniquely identify the program
  - A work in the abstract, a specific edit, a particular version, etc.
- EIDR Video Service IDs provide unique, unambiguous identification of distribution channels
  - Network, Channel, Station, Feed, Stream, Source
  - Broadcast, Cable, Satellite, Web
  - VOD Tier / Package
- 500+ video services already registered
  - Covering North America and UK linear broadcast services

Using EIDR Video Services

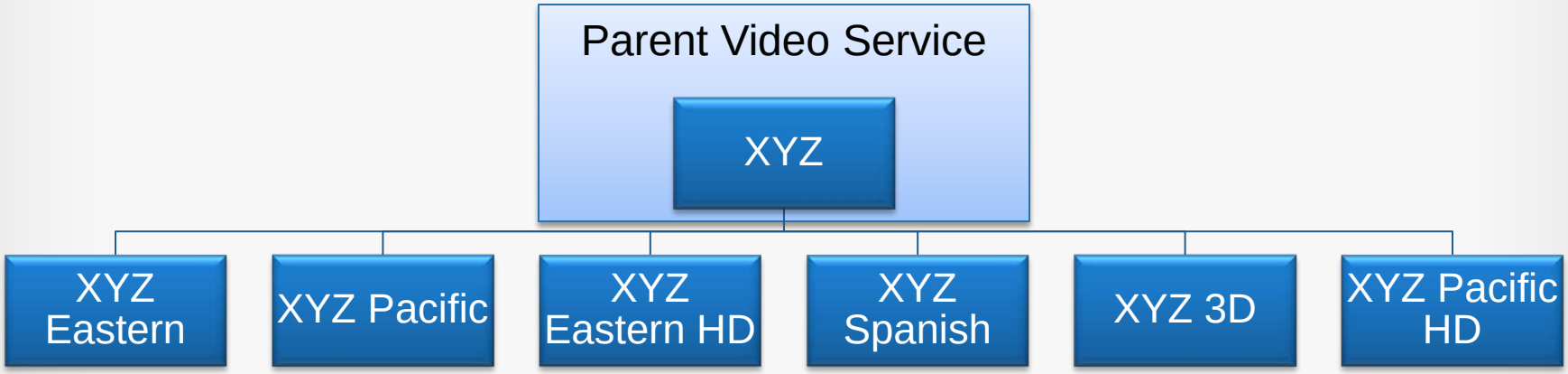
- How may a common Video Service ID be used?
  - Schedules / Guides
  - TV Everywhere Authorization
  - Content Watermarking
  - Social Networking
  - Any time two organizations need to share a non-proprietary unambiguous reference to a video service

Identifying a Broadcast Event

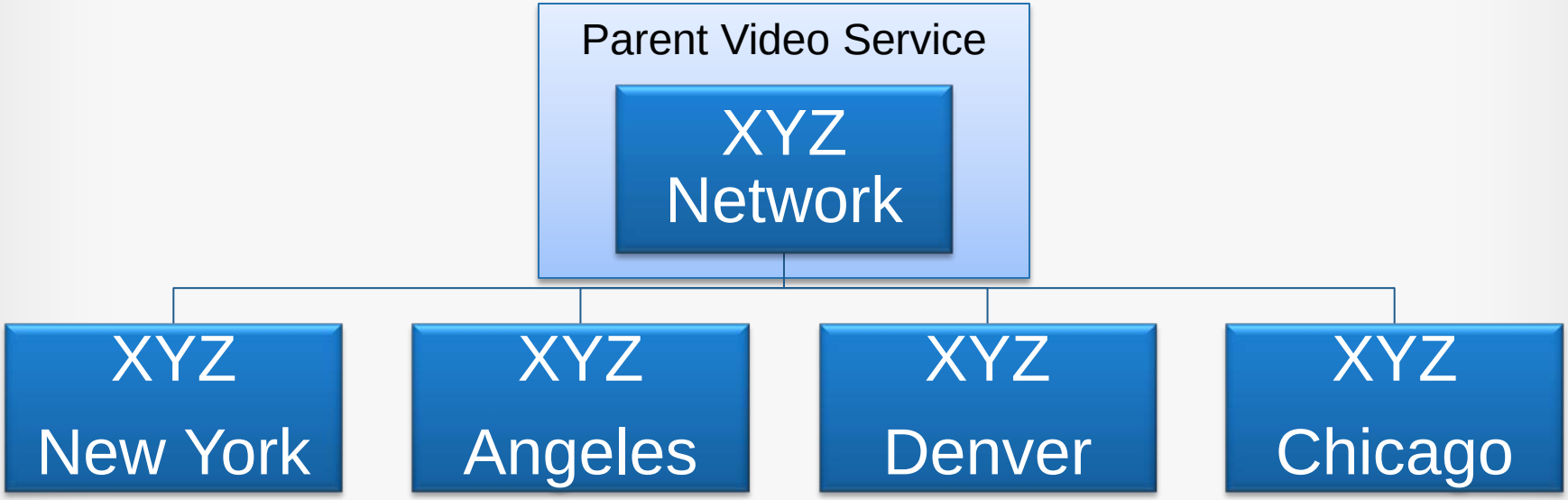


Video Services General Approach

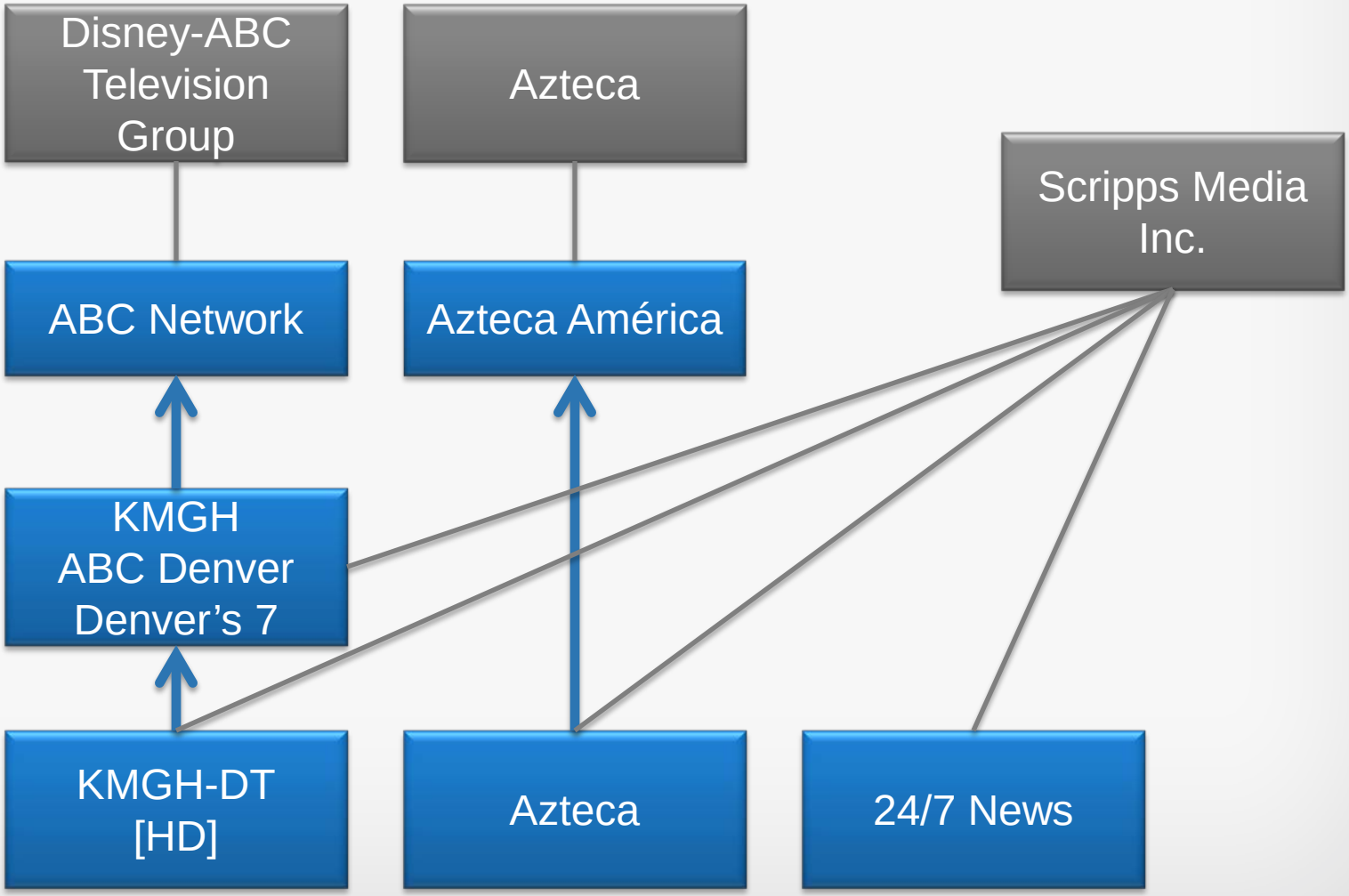
All XYZ Video Services share the same programming with variations in time offset, format, or language



Video Services Network Affiliation

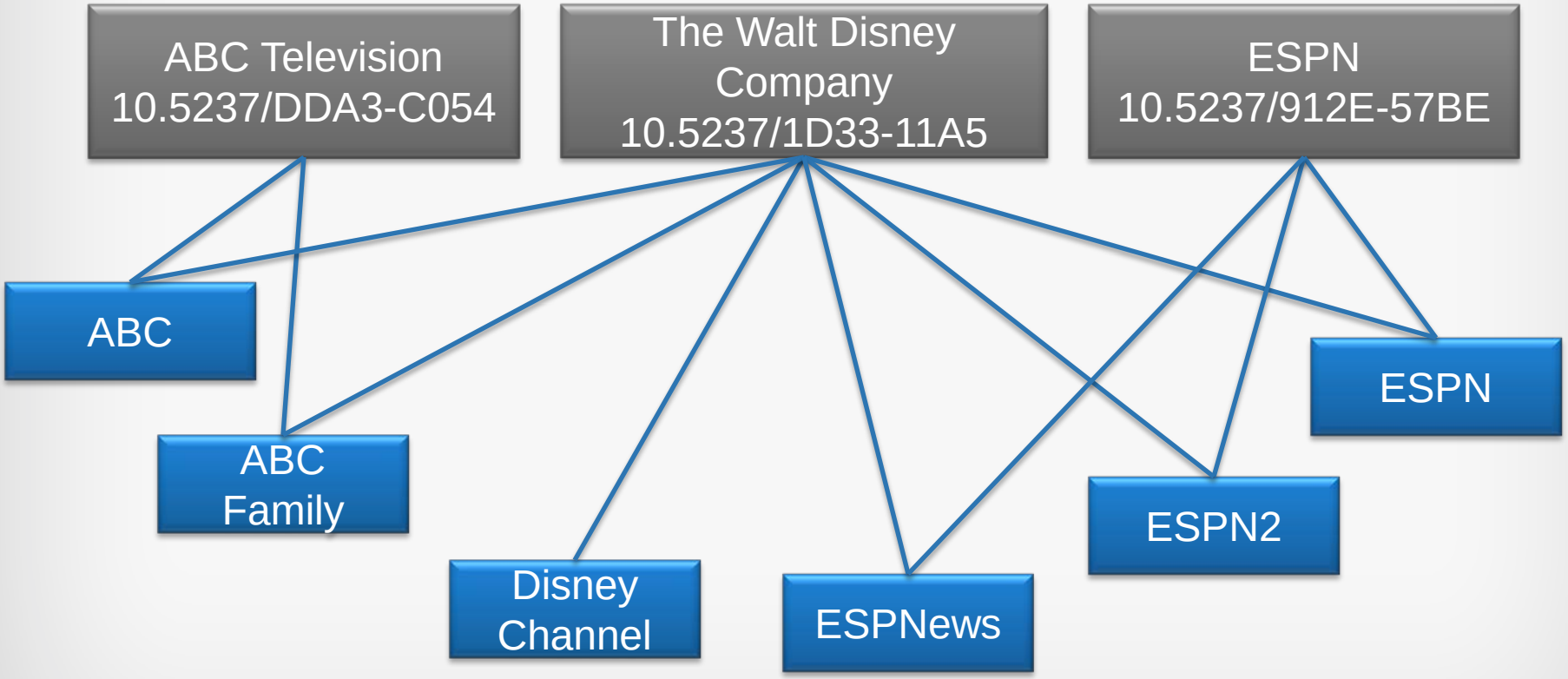


Affiliated Television Station

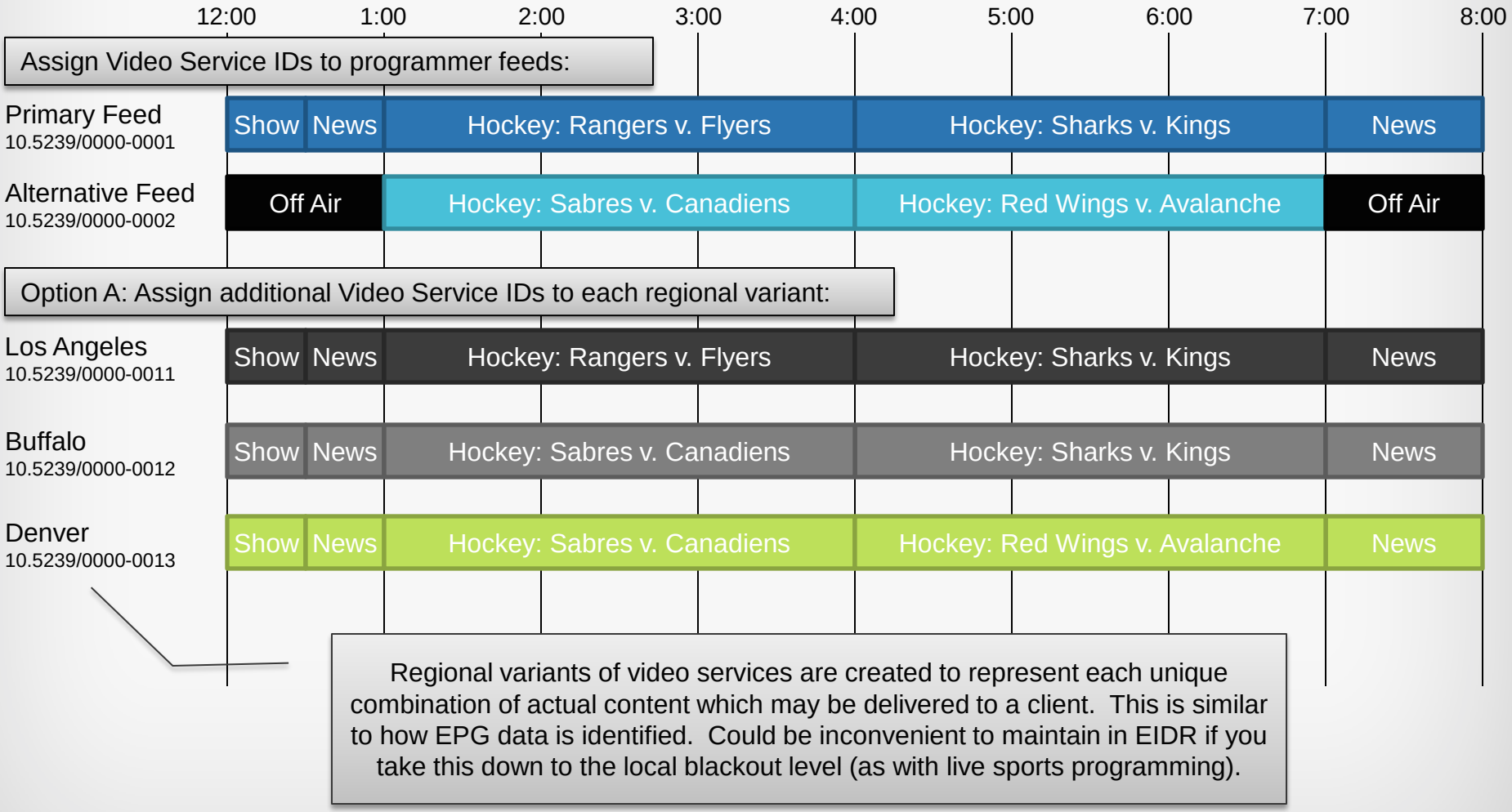


Use Party ID Relationship to Group Brands

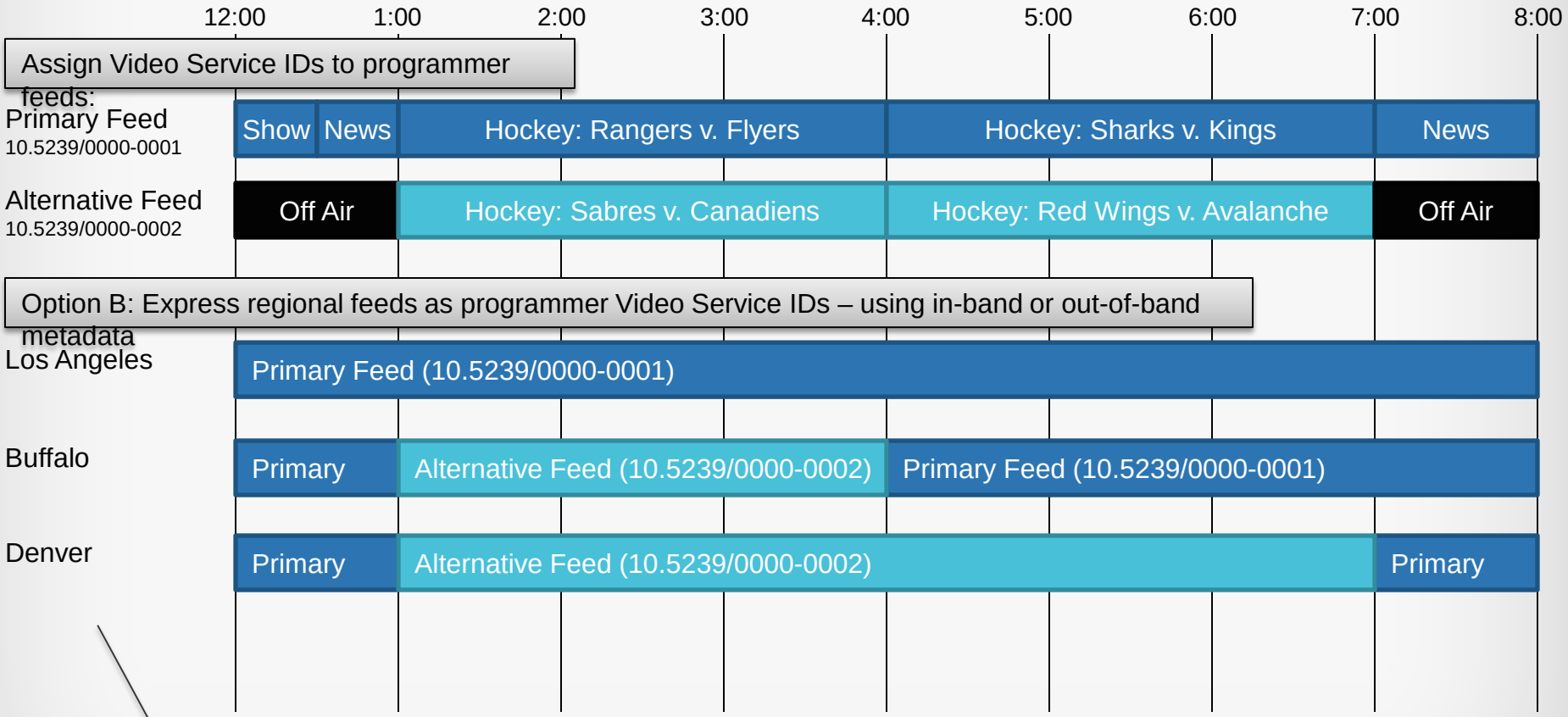
NOTE: A Video Service may be associated with multiple Party IDs.



Video Services with Regionalized Content

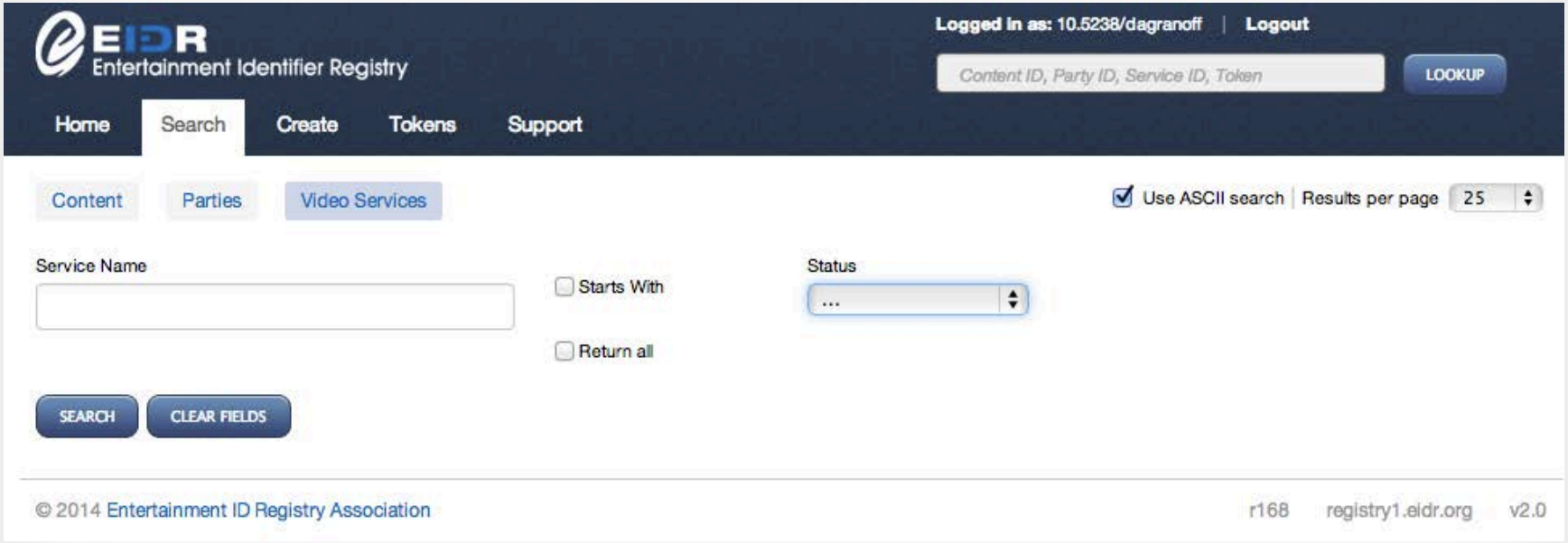


Video Services with Regionalized Content



No unique regional identifier. Client effectively switches between video services automatically. Much easier to maintain in EIDR, but would not provide a way to represent client video services in an EPG.

Searching Video Services



Searching Video Services

EIDR Entertainment Identifier Registry

Content ID, Party ID | LOOKUP

Home | Search | Register | Help

View XML

Service Results | Content | Parties | Refine Video Services Search

38 Results. Page **1** 2 >

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Service ID	Names / Alt. Names	Status	Parent	Format	Delivery Model	Time Zone	Audio Lang.
10.5239/4001-666B	BBC Alba	Active		SD	Linear	GMT	gd
10.5239/20A5-AFC3	BBC America BBCA BBCAM	Active			Linear		en
10.5239/242B-381A	BBC Four BBC4	Active		SD	Linear	GMT	en-GB
10.5239/B196-EC56	BBC Four HD BBC4 HD	Active	10.5239/242B-381A	HD	Linear	GMT	en-GB
10.5239/BE85-BFD9	BBC News	Active		SD	Linear	GMT	en-GB
10.5239/D4BC-24E1	BBC News HD	Active	10.5239/BE85-BFD9	HD	Linear	GMT	en-GB
10.5239/A8F1-4A83	BBC One BBC1	Active		SD	Linear	GMT	en-GB
10.5239/F8A9-5176	BBC One Cambridge BBC1 Cambridge	Active	10.5239/A8F1-4A83	SD	Linear	GMT	en-GB
10.5239/1D7E-E6A3	BBC One Channel Islands BBC1 Channel Islands	Active		SD	Linear	GMT	en-GB
10.5239/48A3-69C9	BBC One East BBC1 East	Active	10.5239/A8F1-4A83	SD	Linear	GMT	en-GB
10.5239/3422-E91E	BBC One East Midlands BBC1 East Midlands	Active	10.5239/A8F1-4A83	SD	Linear	GMT	en-GB

Creating Video Services

EIDR Entertainment Identifier Registry

Logged in as: 10.5238/rkroon-superparty | Logout

Content ID, Party ID, Service ID, Token LOOKUP

Home Search Create Tokens Support Help

MODIFY SERVICE

View XML

ID 10.5239/D4BC-24E1

Service Name: BBC News HD

Status: Active

☐ *Abbreviation*

Optional Fields

Alternate Service Name ➕ ✖

☐ *Abbreviation*

Parent: 10.5239/BE85-BFD9

Start typing to view a list

Region

Primary Time Zone: UTC +00 GMT

Primary Audio Language: en-gb

Other Affiliation ➕ ✖: 10.5237/68A3-01BF

Start typing to view a list

Format
- ☐ SD
- ☑ HD
- ☐ 3D
- ☐ Other

Delivery Model
- ☑ Linear
- ☐ VOD
- ☐ Internet
- ☐ Other

Description

Organization ID

SAVE CANCEL

Video Service Workflows

Producer/Distributor

Avails

Orders

Fulfillment

Metadata

Reports

Payments

Broadcaster

Schedules

Broadcast

Schedules

Reports

Cue Sheets

Logs

Guide Providers

Ad and Audience Tracking

Music Rights

Collectives

Video Service Use Case

- OATC: Open Authentication Technology Committee (www.oatc.us)
  - Enabling TV everywhere in a seamless way via federated authentication
  - EIDR provides three of the four types of identification:
    - Content: EIDR Content IDs
    - Network: EIDR Video Service IDs
    - Authentication Provider: EIDR Party IDs*
    - User Device: Out of scope for EIDR

*Standard EIDR Parties with a special “OATC” Role added to their profile.