A large, light gray map of Europe and North Africa serves as the background for the lower half of the slide. The map is centered on the Atlantic Ocean, showing the outlines of the continents.

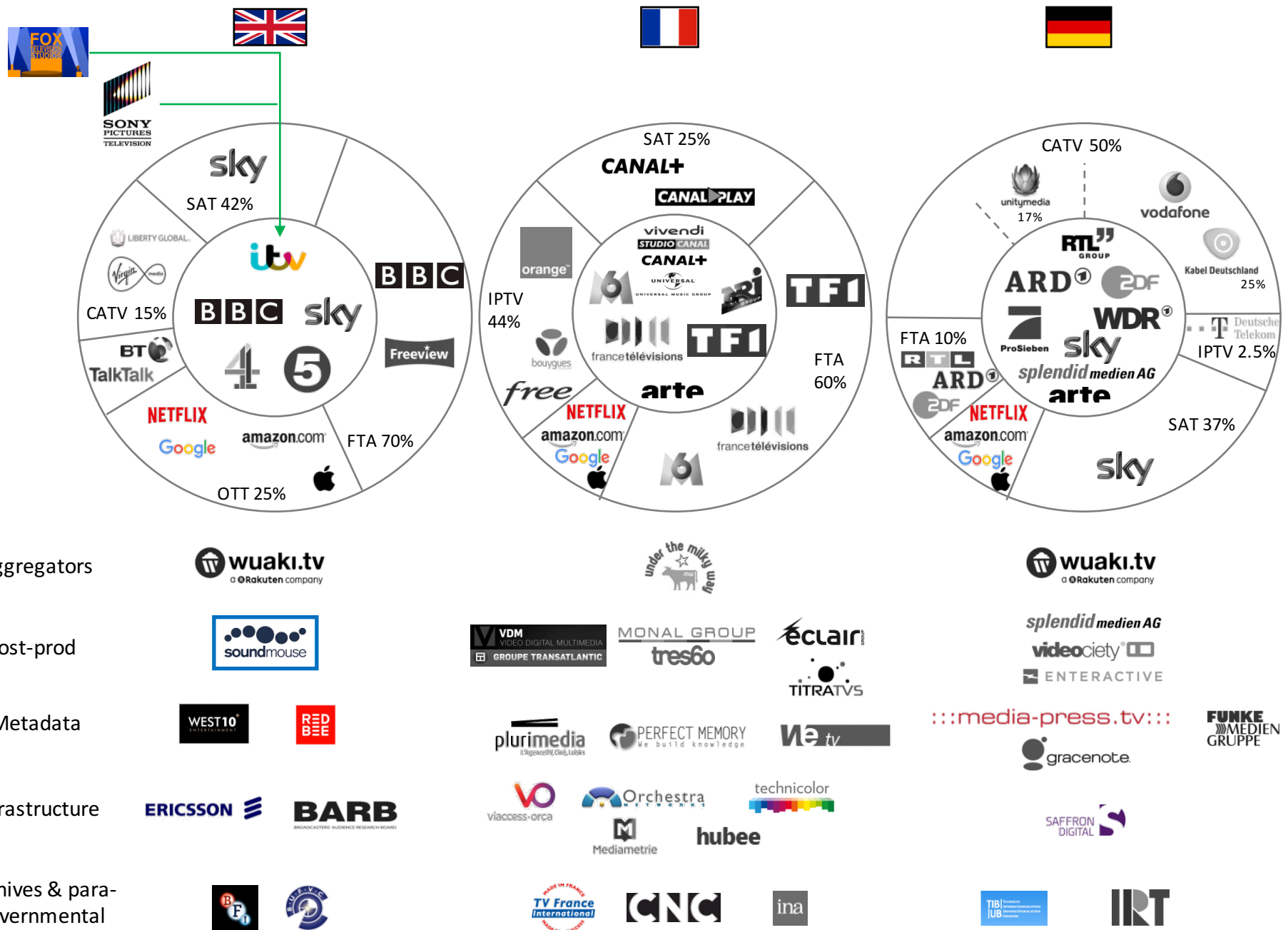
EIDR
Entertainment Identifier Registry

EMEA

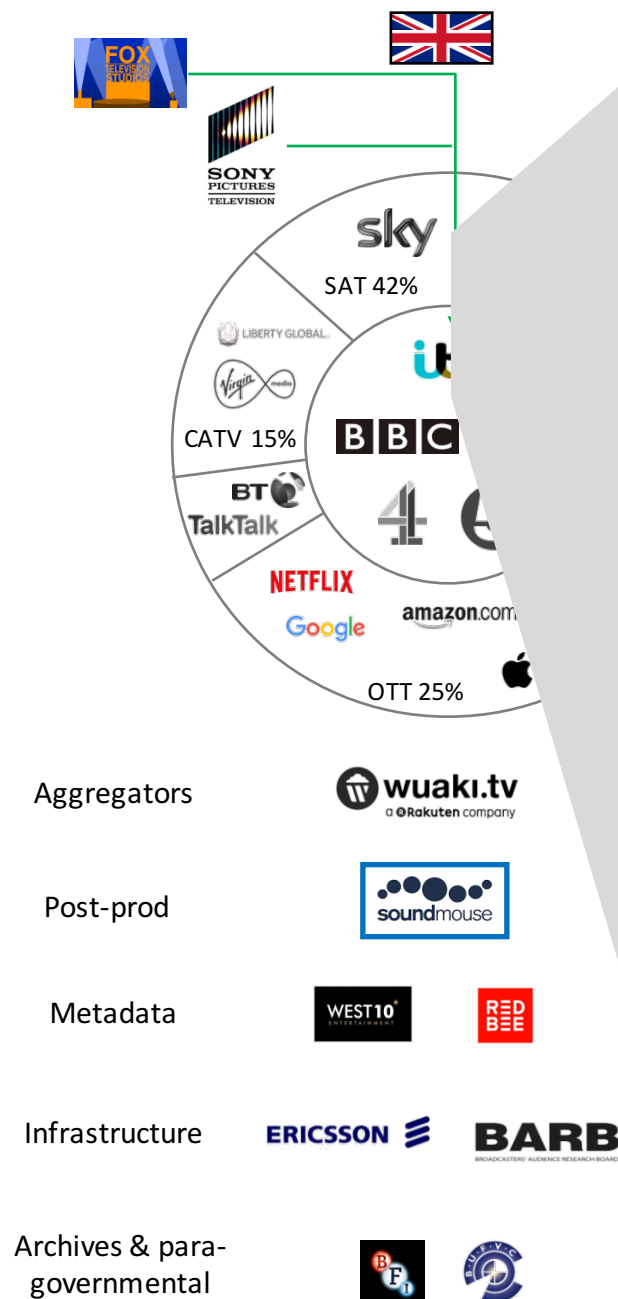
2016 outlook

Hervé Utheza
EMEA Market Development
EIDR

I. EMEA market structure



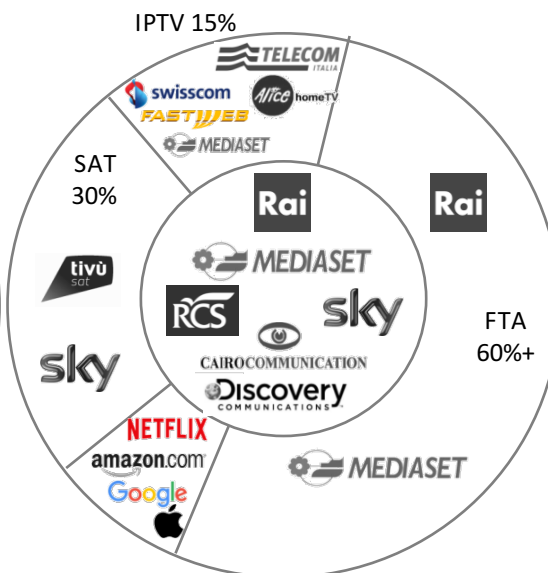
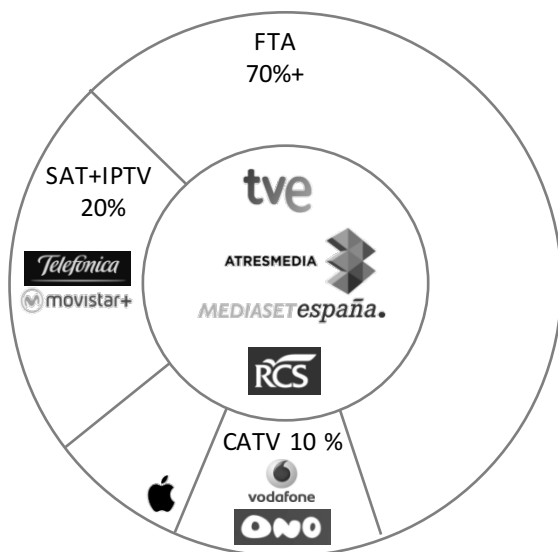
I. EMEA market structure



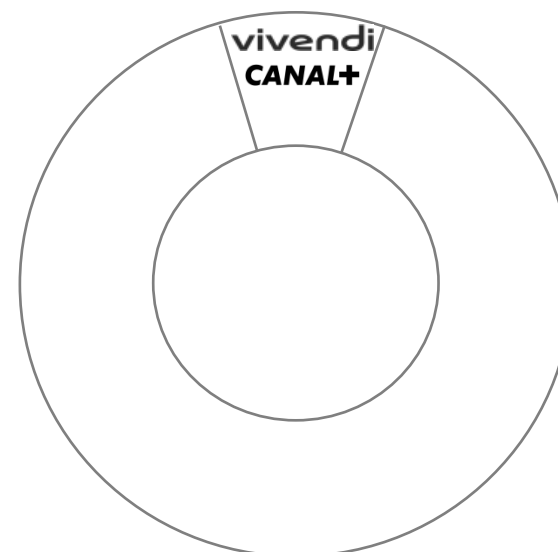
- . Demonstrated DPP compliant ingestion of EIDR IDs delivered from FOX and SPE
- . Registration of EIDR IDs for ITV productions - now on-going 25,000 at print-time
35,000 expected by end January 2016

Headed towards a future where:

- . We're moving EIDR ID enabled DPP workflow to production
- . ITV shares EIDR IDs via more broadcasters' syndication (Channel4) and digital distribution
- . Distribution partners request EIDR IDs from ITV and ITV delivers those (Amazon, Netflix, Google, EMEA Telcos and MVPDs)
- . Metadata partners request and integrate ITV EIDR IDs in feed production (RedBee, Rovi...)
- . Audience measurement and ratings start anchoring on EIDR ID (BARB)
- . Music rights start anchoring music cue sheets with EIDR IDs



Poland



Aggregators



Post-prod



Metadata



:::media-press.tv:::

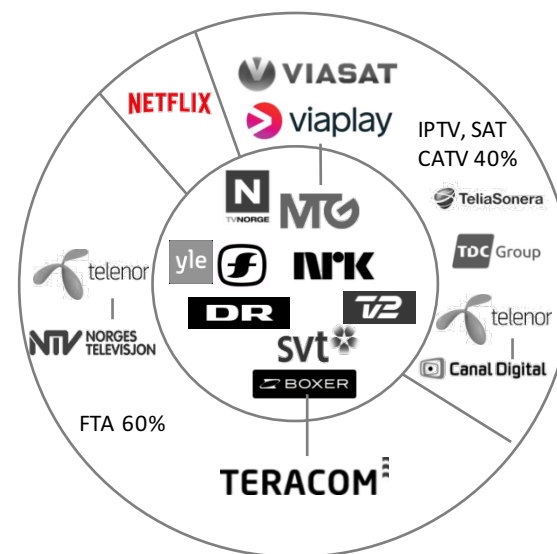
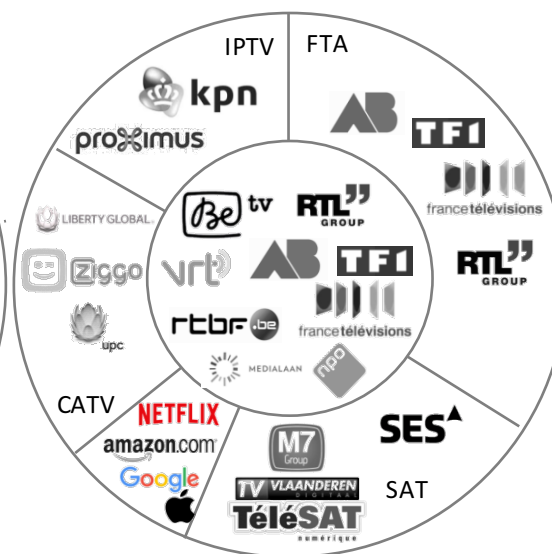
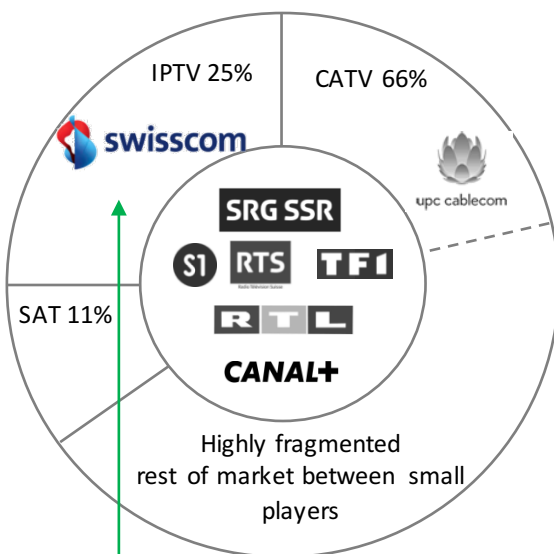
Infrastructure

Archives & para-
governmental



Benelux

Nordic countries



Aggregators

Post-prod

Metadata

:::media-press.tv:::



Bindinc.



Infrastructure

ThinkAnalytics™

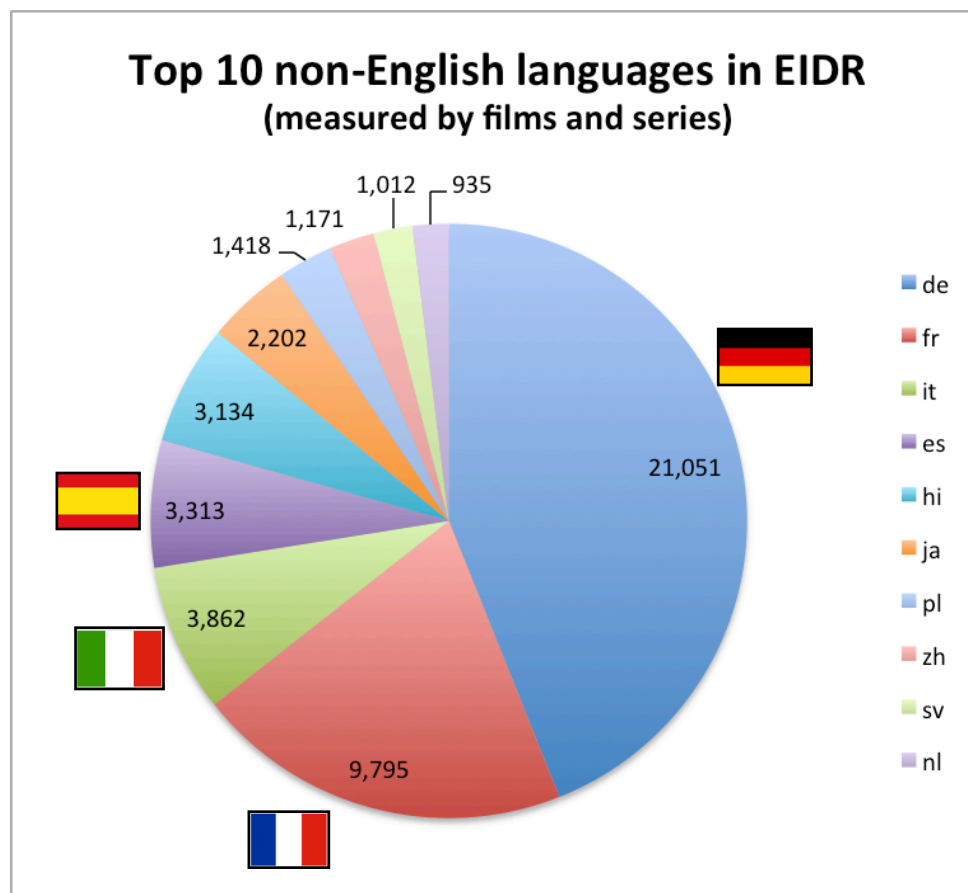
ERICSSON

Archives & para-governmental

CINEMATEK

IFILM
DANISH FILM INSTITUTE

II. Non English titles coverage



Source: EIDR operations

III. EPG metadata activities are the bread-crumbs guiding us on the way

:::media-press.tv:::



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VERENIGING
VERONICA

rovi

plurimedia
L'Agence TV, Ciné, Loisirs

gracenote.

FUNKE
»»» MEDIEN
GRUPPE



Print TV
guides...

Digital
EPGs...

Broadcast
verification...

Audience
measurement...

EPG metadata paths a

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gracenote.

FUNKE
»»» MEDIEN
GRUPPE

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- . Independent EPG metadata provider for German speaking markets / Polish / Benelux markets
- . Matching EIDR IDs in EPG datafeed:



~ 100,000 movies matched to date (4th EIDR rank)
~ 15,000 TV episodic
continuing to match in weekly production



Starting to attack European titles

Delivering EPG datafeed including EIDR IDs to EIDR members



swisscom

Bindinc.



Headed towards a future where:

- . MediaPress registers IDs
- . MediaPress covers TV episodic content as well
- . EIDR IDs show-up in German music rights cue sheets (MediaPress provides broadcast metadata to German music rights collection society GVL)

EPG metadata paths

...media-press.fr



Bindinc



rovi

plurimedia
L'Agence TV, Ciné, Loisirs



FUNKE
»»» MEDIEN
GRUPPE



- . Solution provider in EPG metadata workflows for UK broadcasters and MVPDs
- . Part of Ericsson
- . Matched 26,000 movie titles to date

In discussions to start looking at TV episodic content

III. EMEA in summary, for EIDR



A complex market structure



Broadcasters are key

National content

Distribution of EIDR-enabled US content



Digital distribution growing fast

Outside of Netflix and Google, a patchwork of smaller players, platforms and vendors



EPG metadata

Slowly stitching together the ecosystem



Standards matter a lot in Europe

Ground work laid by the EIDR team


DPP

EBU / EBU Core

SMPTE / MPEG

Blu-ray / Ultraviolet

IMF / EMA avails



Thank you
Merci
Gracias
Danke Sehr
Grazie mille
Obrigado
Ďakujem
Dzięki
Tack
Ευχαριστώ

Hervé Utheza
EMEA Market Development
EIDR
hutheza@eidr.org

Key vectors of outreach – and call to action

World rank
Company name
Annual revenues (US Billions)



2016 new fronts

EIDR member

In discussions



9	Bertelsmann SE & Co. KGaA (Gütersloh/GER)	18.7
14	Vivendi S.A. (Paris/ FRA)	11.3
21	Lagardère Media (Paris/ FRA)	8.0
22	Reed Elsevier PLC (London/ GB)	8.0
25	ARD (Berlin, München/GER)	7.1
26	Pearson plc (London / UK)	6.8
28	BBC (London / UK)	6.7
43	ITV plc (London / GB)	4.1
44	Wolters Kluwer nv (Amsterdam / NL)	4.1
47	Mediaset SpA (Milan / IT)	3.8
51	Axel Springer SE (Berlin /GER)	3.4
53	ProSiebenSat.1 SE (Unterföhring/ GER)	3.2
54	France Télévisions S.A. (Paris/ FRA)	3.2
56	Hubert Burda Media Holding Gmbh & Co. (Offenburg/ GER)	2.9
57	Bonnier AB (Stockholm / SWE)	2.9
60	RAI Radiotelevisione Italiana Holding S.p.A. (Rom / IT)	2.9
65	Daily Mail & General Trust plc (London / UK)	2.6
66	Bauer Media Group (Hamburg / GER)	2.5
70	TF1 S.A. (Boulogne, Cedex / FRA)	2.4
72	ZDF (Mainz/ GER)	2.3
77	Sanoma Group (Helsinki / FI)	2.1
78	Schibsted Media Group (Oslo / NOR)	2.0
79	De Agostini Group (Novara / IT)	2.0
80	Modern Times Group (Stockholm / SWE)	1.9
81	Georg von Holtzbrinck GmbH (Stuttgart/ GER)	1.9
82	King Digital Entertainment plc (Dublin/ IRL)	1.9
83	Grupo Planeta (Barcelona / ES)	1.8
84	Egmont Group (Copenhagen / DEN)	1.7
86	Ubisoft Entertainment (Montreuil sous Bois / Frankreich)	1.6
87	Grupo PRISA (Madrid / ES)	1.6
88	NOS (Lissabon / Portugal)	1.6
90	SRG SSR (Bern / CH)	1.5
92	Gazprom-Media (Moscow/ RUS)	1.5
93	RCS Media Group (Milan/ IT)	1.4
97	Mondadori Group (Milan / IT)	1.3

The role of the EBU



The European Broadcasting Union regroups leading TV European (and world) broadcasters. It counts 73 members. In key European countries, the list is as follows.



BBC
iTV
Channel 4
Sianel 4 Cymru



- Télévision Française 1
- France Télévisions (France 2, France 3, France 4, France 5 and Réseau France Outre-mer)
- Canal Plus
- Radio France
- France Médias Monde (RFI, France 24, Monte Carlo Doualiya)



ARD
Zweites Deutsches Fernsehen



Radiotelevisión Española
Sociedad Española de Radiodifusión



RAI



Polskie Radio i Telewizja



SRG SSR

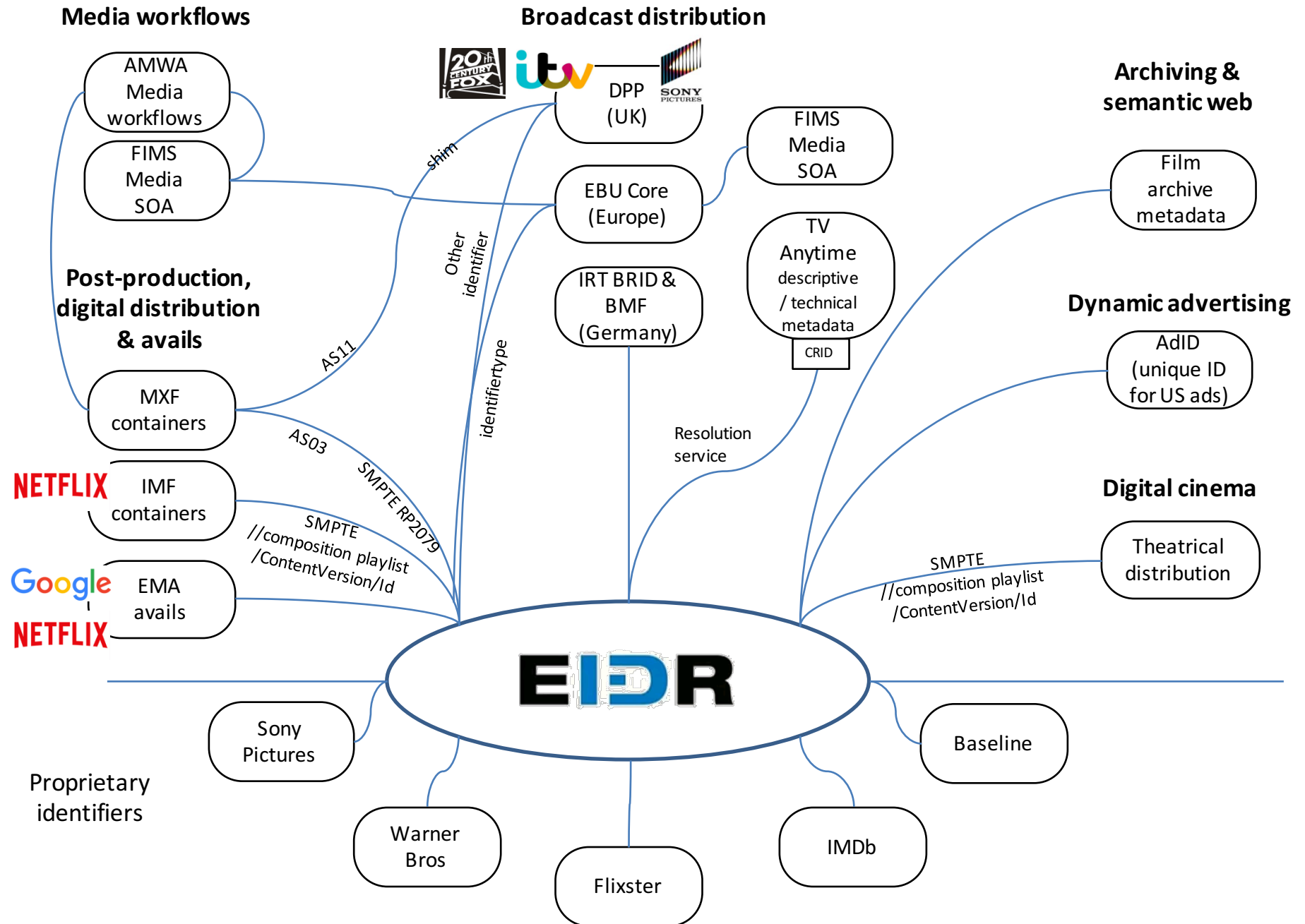


Vlaamse Radio- en Televisieomroep
Radio-Télévision Belge de la Communauté française
CLT Multi Media
Établissement de Radiodiffusion Socioculturelle du GrandDuché de Luxembourg
Nederlandse Publieke Omroep

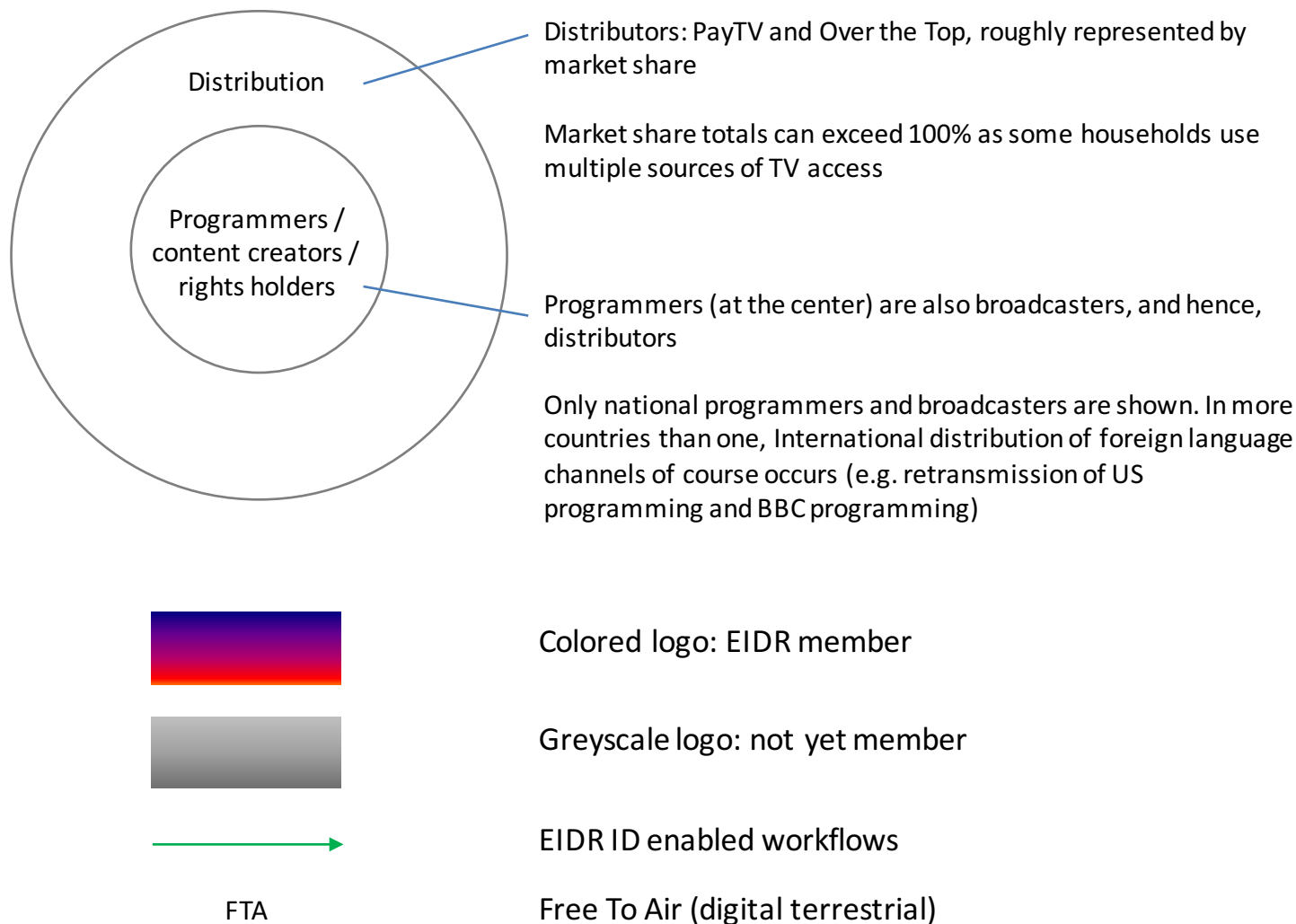


DR
TV2 Danmark
MTV Oy
Oy Yleisradio Ab
Norsk Rikskringkasting
TV 2 AS
Sveriges Television och Radio Grupp
TV4

EIDR in the International standards landscape



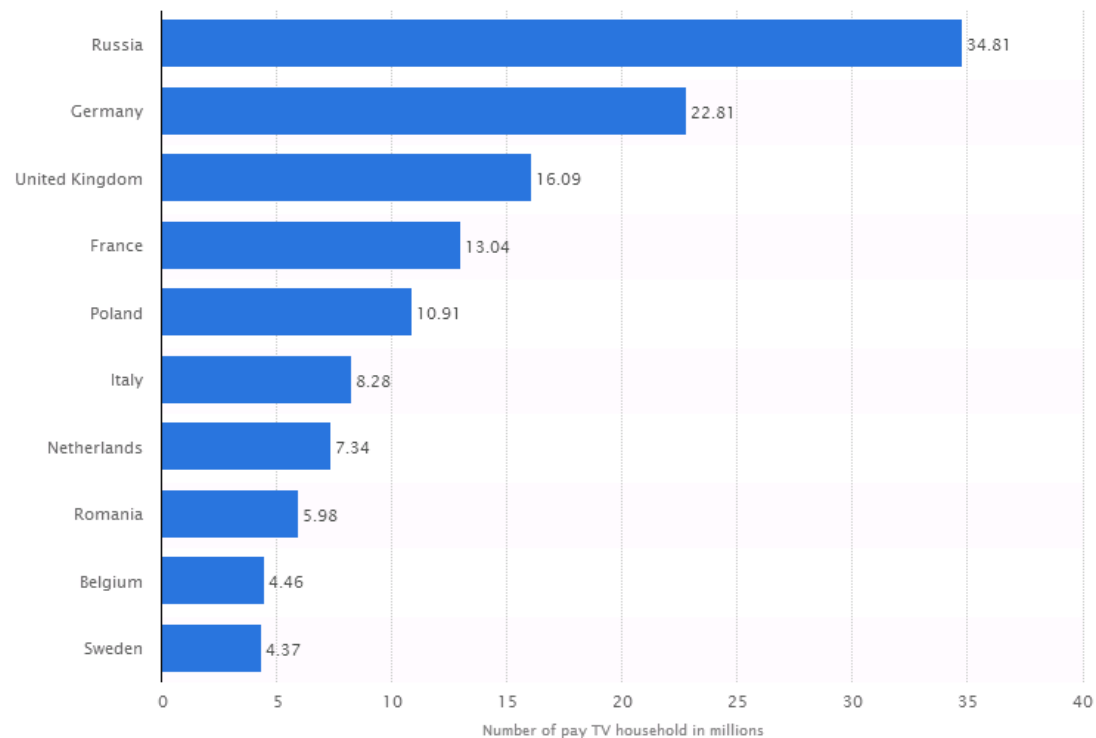
Legend of diagrams pages 2-5



Note that the absence of a company logo in a specific country or category does not mean that this company is not present. A logo just means that we have heard positively of the presence of a company in a specific market, and a specific category, through a target company we have been in touch with.

Countries with the largest number of pay TV households in Europe in 2014 (in millions)

The statistic presents a list of countries with the largest number of pay TV households in Europe in 2014. Digital TV Research projected that Germany would have 22.81 million pay TV household that year.



© Statista 2015

TV households: <http://www.generatorresearch.com/tekcarta/databank/tv-households-total-number/>