

MICROSOFT MOVIES & TV

APPROACH TO RETAIL WITH EIDR

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2 MICROSOFT APPROACH TO DIGITAL DISTRIBUTION

- Offer studio content to consumers with the best quality and experience
- Ensure content is made available to each market as intended by the studios
- Provide feedback to studios on performance and quality
 - Source error reporting
 - Performance and Financial reporting
- Utilize standards for Microsoft workflows
- Prioritize an ID workflow structure
 - Enables automation efficiencies for content
 - Sources can be received in complex component structures
 - Associates feedback data for reporting

3 USAGE OF EIDR FOR EFFICIENT WORKFLOWS

- EIDR recommended
 - Defined hierarchy of data structure for content
 - Reduces ambiguity of source deliveries
- Workflows to target appropriate level of ID
 - Level 1 (Title level): For grouping, search, and product association
 - Level 2 (Cut-specific): For Avail and Source product association
 - Level 3: Future use for manifest/IMF workflows
- Future usage
 - Increased global title association
 - Bonus, Promo, and additional content identification

4 QUESTIONS?

THANKS!

