



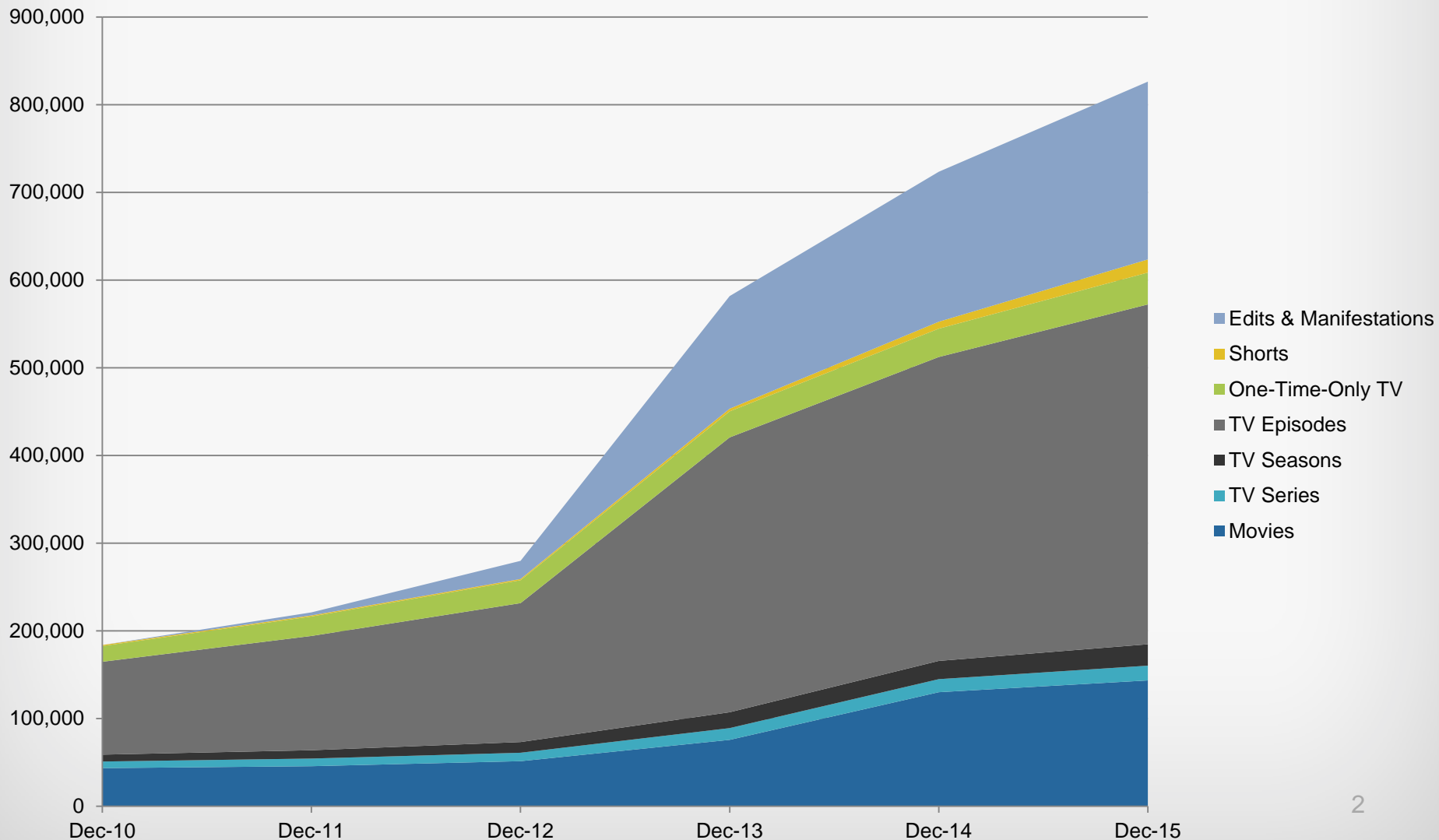
STATE OF THE *EIDR* UNION

- EIDR has arrived as the unquestioned best solution for a flexible, granular, unique ID
- Also the best impartial ID of choice for multi-partner digital video supply chains

The Challenge: Executing on the Business Cases

- Audience Participation
- For each business case category
 - Does your company participate in this workflow?
 - What companies are your business partners or vendors in this workflow?
 - Can you provide a contact at those companies?
- Questions from Don's presentation

Progress Report: EIDR Content Growth



Registry database details

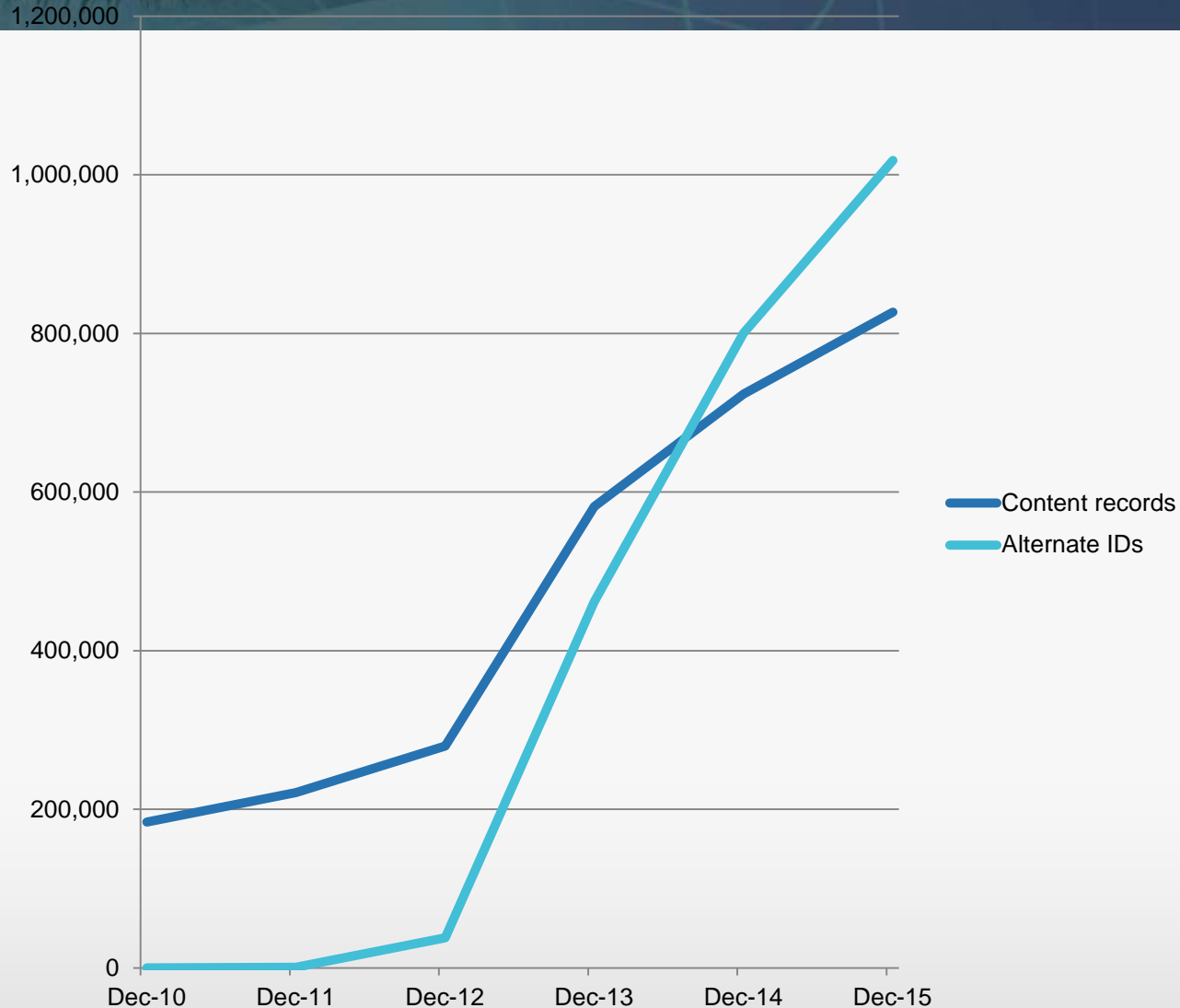
Category	2015	2014	Growth Rate
Total Content records	826,914	723,709	14%
Original/title-level content:			
Movies	143,556	130,137	10%
Shorts	14,999	7,919	89%
One-Time-Only TV	36,290	32,323	12%
Series	16,855	14,881	13%
Seasons	24,374	20,804	17%
Episodes	387,467	346,458	12%
Edits	187,971	161,389	16%
Manifestations	14,734	9,576	54%
Video Services	14,175	518	-

EIDR Operations: Registry Activity

Q4	Q3	Q2	Q1
BFI – 4K Comcast – 26K Disney – 1.2K Google – 23K ITV – 15K Media-press – 22K NBCU – 1K Rovi – 4.6K Showtime – 0.9K Sony – 13K Vudu – 11K Warner – 3K	BFI – 4K DECE – 1.5K Disney – 0.5K ITV – 1.2K Media-press – 22K NBCU – 2K Paramount – 6.5K Showtime – 7K Rovi – 3K Warner – 7K	Comcast – 8K Flixster – 11K Fox – 6K Media-press – 8K NBCU – 1.2K Rovi – 3K Sony – 1K Warner – 1.7K	BFI – 1.2K Comcast – 1K Flixster – 10K Fox – 0.5K HBO – 1.4K IVA – 2K Media-press – 66K NBCU – 1K Rovi – 2.6K Sony – 1K Veronica – 0.5K Warner – 0.5K West10 – 2K

Registration, Matching or adding Alternate IDs with at least 0.5K known;

EIDR Content Growth v. Alternate ID





Technical Update

- EIDR Version 2.1 in Progress
- EIDR Stress Tests
 - Catalog matching – good coverage
 - Manual review – good data quality
 - Opportunity - De-dup improvement?
- EIDR look-up activity becoming visible
- Tiger Teams
 - Priority Focus – Edits Tiger Team
 - Next – Digital Cinema

State of the EIDR: Organizational Development Update



- Member Bulk Registration/Matching
 - Google, ITV, Vudu, Media-Press
- Service Bureaus
 - TV France International
 - Online Retailer Initiative
- TBWG Refresh
 - Who is your business lead? *Where* is your business lead?
- Workflow Development
 - MVPD – Comcast
 - Broadcast – ATSC



Recruitment: 2015

- *A&E*
- *Amazon*
- *Starz*
- *Eastlink*
- *Viaplay*
- *WWE*
- *Arts Alliance Media*
- *ebs*
- *Magnet Media*
- *My Eye Media*
- *Premiere Digital*
- *Soundmouse*
- *Stellar Vision*
- *TVFI*
- *German Library of Science & Technology*



Recruitment: 2016?

- *Apple*
- *BBC*
- *CBS*
- *Lionsgate*
- *Technicolor*
- *Facebook*
- *MLB*
- *AT&T (mobile)*
- *Content monetization*
- *Asset management*

Marketing Calendar 2016

- Japan Trip – *Good start*
- Europe Q1 (*U.K./France/Germany*)
- NAB - *FilmTrack reception, ATSC activity*
- NCTA (now “INTX”) – *small booth space*
- East Coast (Metadata Madness) - *recruiting and member support; also other HITS/DEG/MESA events*
- TV of Tomorrow – *return – innovative video apps*
- Spring Europe (*U.K./France/Germany*)
- IBC - *Share booth with RSG*

Marketing Brainstorming



- ***Ask for an EIDR***
- ***Demos, not just meetings, at Shows***
 - NAB: ATSC 3.0 implementation
 - INTX: Rovi/Comcast
 - IBC: ITV/Red Bee
- ***EIDR resolution of Alt IDs***
 - Currently goes to sites for IMDb, IVA, Amazon, Rotten Tomatoes, ISAN
 - Add links to Login for Baseline, Veronica, Red Bee, etc.?
- ***EIDR Inside – service mark for vendor products***



Organizational Metrics: Workflows



- Online distribution
 - DECE coverage 90+%
 - Retailer initiative in progress
- Title Management – Studios, Broadcasters
- Other Studio Systems
 - Finance; Digital Cinema, Rights Management
- Scheduling feeds
- Usage measurement
- Broadcast Linear
- Advertising
- International Distribution