

EIDR in Digital Cinema

2016 EIDR Conference

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EIDR DC Usage

Present

- Workflow
- Digital Cinema Packages
 - Transition from Interop
- Retail
 - Avails
 - UltraViolet
 - Reporting

Future

- IMF
- Fingerprint/Watermark
- Booking
- Ticketing



Workflow

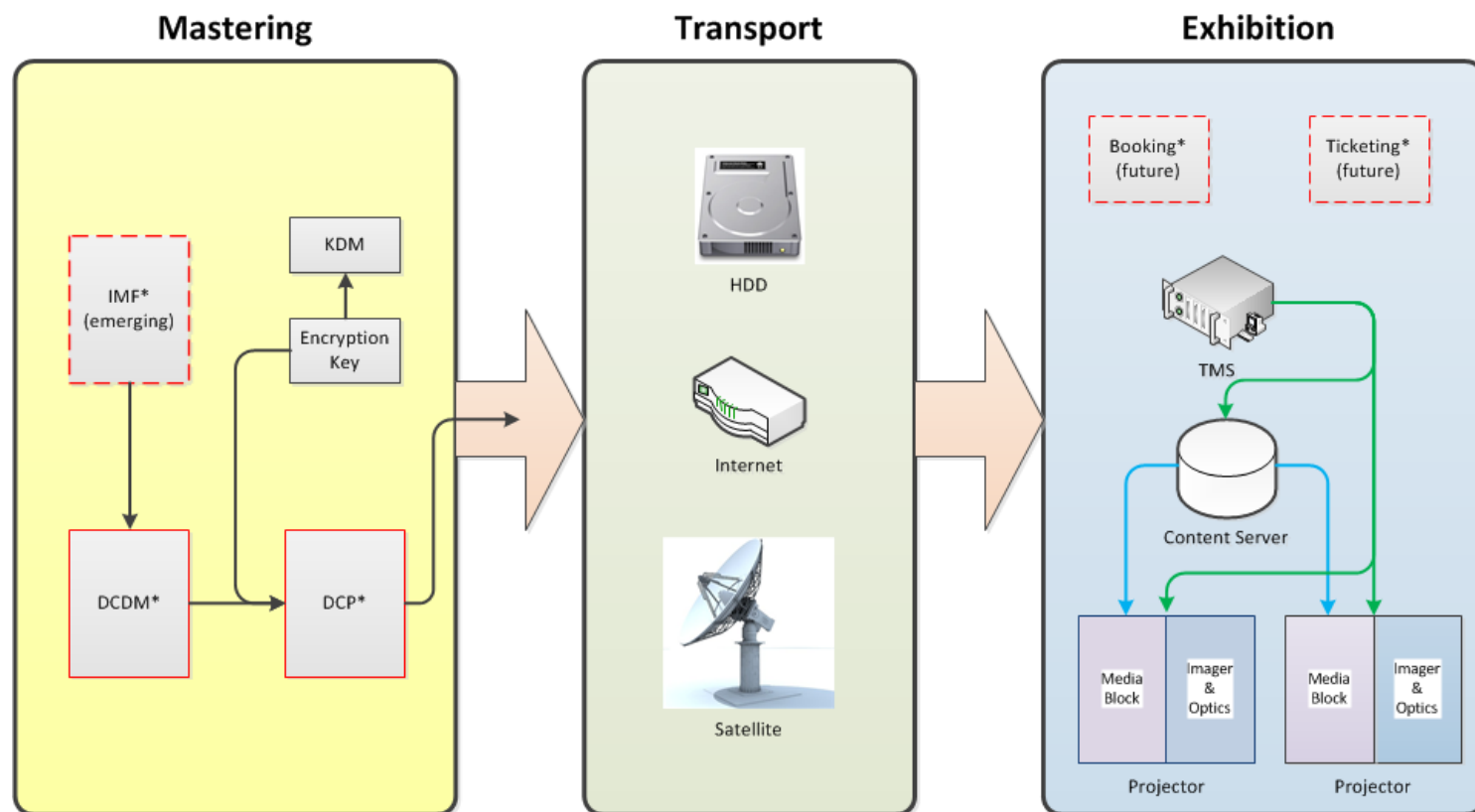
- EIDR Alternate IDs
 - “Glue” for other ID systems (e.g. in-house)
- Work-in-Progress
- Components and other non-final assets
- Taxonomy for different kinds of products (Director’s cut, etc.)



Digital Cinema Packages

- Distribution format for Movies to Theaters
 - Replacement for older “Interop” format
- Site-specific encryption with separate key distribution
- Composition Playlist (CPL) to describe assets

Digital Cinema Ecosystem



*EIDR Used Here



Retail

- Avails
 - Standard for studios to offer Content to Retailers
 - Specify Terms & packaging
 - EIDR used to identify Content
- UltraViolet
 - Digital Locker; based on EIDR
- Reporting
 - In conjunction with Avails; also EIDR based



IMF

- Interoperable Master Format
- Simplifies Packaging for different regions
 - Contains superset of media assets
 - Use Composition Playlists (CPL) to describe variants
- EIDR part of SMPTE ST 2067-3:2013
 - Assign EIDR to each CPL



Fingerprinting/Watermarking

- Embed identifiers in content
- Fingerprinting
 - Bound to content
 - Invariant
- Watermarking
 - Forensic use
 - Trace content to particular source
 - Inserted dynamically



Booking/Ticketing

- Booking
 - Theaters acquiring Movies from Distributors
 - Multiple proprietary ID systems
 - N^2 translation problem for implementers
- Ticketing
 - Proprietary systems
 - EIDR would help with reporting/analytics