



# Technology & Operations Committee

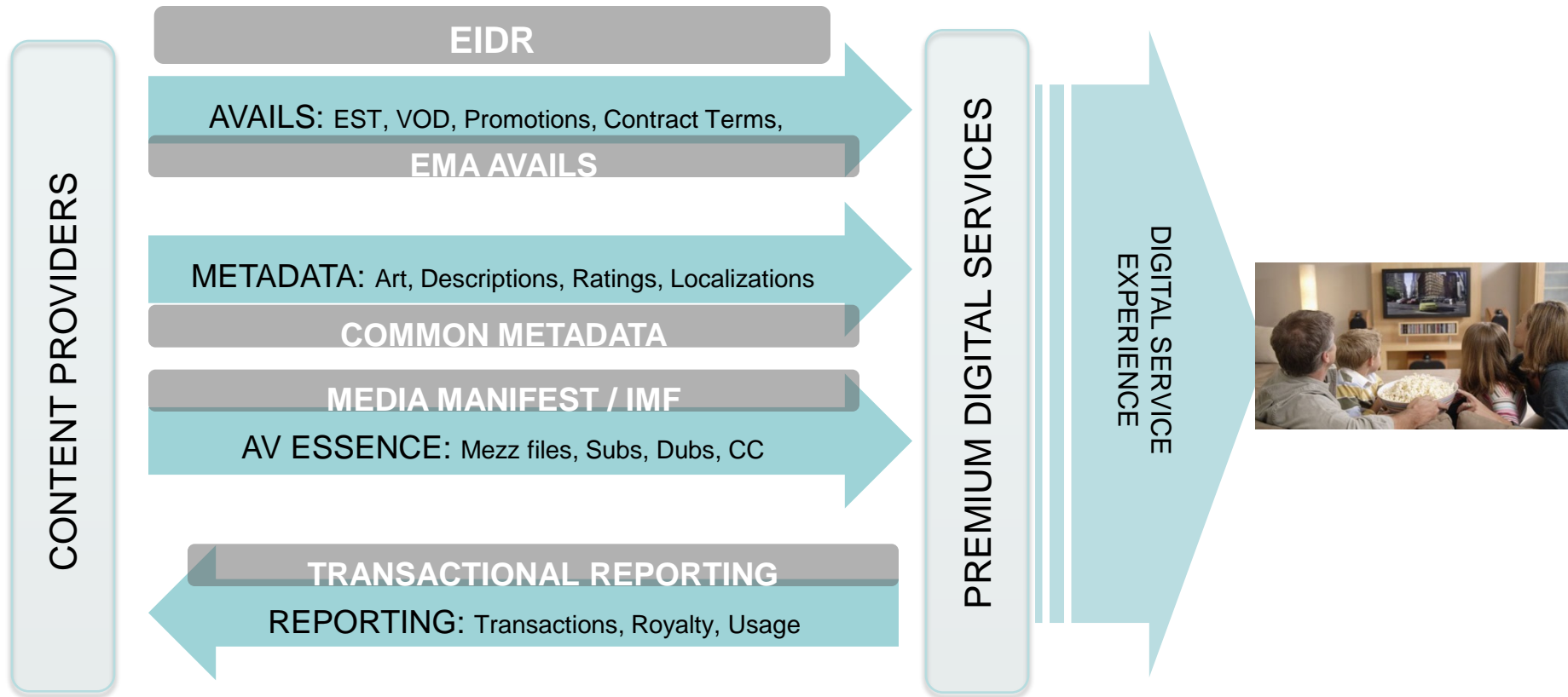
*Update to EIDR Annual Meeting*

*January 21, 2016*

# Committee Charter

The DEG Technology and Operations Committee is comprised of studio representatives focused on optimizing supply chains through education, advancing standards adoption and identifying and sharing best practices

# Digital Supply Chain



# Selected Emerging Standards

STANDARD	STANDARDS GROUP	USAGE
EIDR	EIDR	Unique identifier
Avails - Features	EMA, MovieLabs	Avails standard for Feature Films
Avails - Television	EMA, MovieLabs	Avails standard for Episodic Content
Common Metadata	EMA, MovieLabs, DECE, DEG	Descriptive “display” metadata
Common Media Manifest	MovieLabs	File, metadata and asset descriptor for efficient automated delivery for internationalized, long-form or enhanced (Extras) content
Cross Platform Extras (CPE)	MovieLabs	Framework and API set to integrate authored Extras experiences into Retailer platform
Interoperable Mastering Format (IMF)	SMTPE	Mastering format

*This is not a comprehensive list of useful standards. Instead it is just focused on standards that are specific to digital supply chains and are at this point, in some level of wide adoption*

# DEG Studio Adoption Status

	EIDR		EMA Avails		Common Metadata	Common Media Manifest - Delivery		Common Media Manifest - Interactivity		Cross Platform Extras (CPE)	Transactional Reporting Spec
	Film	TV	Film	TV		Film	TV	Film	TV		
HBO											
Lionsgate											
Paramount					UV only						
SPHE			XLS	XLS	UV only						
20th Century Fox											
NBC Universal			Intl Only		UV only						
Disney											
Warner			XLS (not Full Extract)		UV only						
Starz Digital											

Adopted
Partial
Dev
Intend
Eval
Pass

# 2016 Working Groups

DEG is organizing monthly adopters working groups with tightly focused agendas.

First quarter:

- January: EIDR
- February: EMA Avails best practices
- March: Wrap up, discuss artwork
- More coming....

# First Working Group Recap: EIDR

- Hosted by Disney
- Over 40 attendees from 9 content providers and 6 retailers
- Tightly focused around Digital Licensing
  - Categorized each party's current use/adoption plans
- Review specific uses cases to define best practices

Thank you