



EIDR Update

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EIDR enables end-to-end automation and improves royalty reporting, other benefits can be realized

Internal

- **End-to-End automation**
 - Avails and Content Ingestion
- **Operational Efficiency**
 - Removes dependency on legacy IDs
- **Reporting**
 - Efficiency, Meet obligations

- **Revenue Uplift**
 - Affiliate Marketing, Upselling
- **Metadata Enrichment**
 - Integrity/Quality, Recommendations

External

- **Reporting & analysis**
 - Multiple Territories, Vendors, Sources
- **Convenience & Safety**
 - No platform specific data
- **Cost Efficiency**
 - Improved SLAs

- **Add industry benefits (Right thing)**
 - Uniqueness, direct measurement
- **New opportunities**
 - 2nd screen app, content discovery
- **Smart support**
 - Tailored to partner needs

Short term

Long term

➤ EIDR supports Cost/Revenue \$\$, Catalog Quality & Partner satisfaction



Goals for 2016 are to 1) backfill 100% of existing ELs and 2) ensure EIDR coverage for all newly created ELs



Backfill 100% of existing ELs with EIDR-1 and EIDR-2

Ensure each new incoming avail has EIDR-1 and EIDR-2

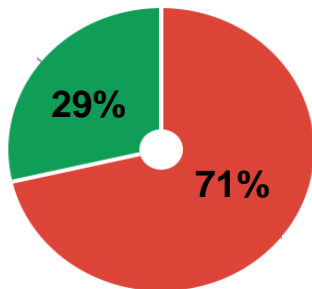
Maximize End-To-End automation (Avails, ingestion), external and secondary benefits



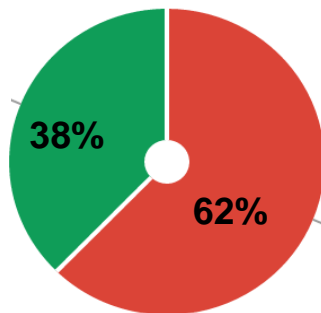
50% of remaining EIDR 1 & 2 adoption depends on partnership with major studios

GLOBAL

EIDR 1



EIDR 2



MAJORS



E1: 77%
E2: 74%

SONY

E1: 90%
E2: 90%



E1: 0%
E2: 0%



E1: 98%
E2: 98%

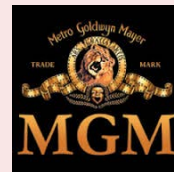


E1: 0%
E2: 1%

NBCUniversal

E1: 0 %
E2: 88%

MINI - MAJORS



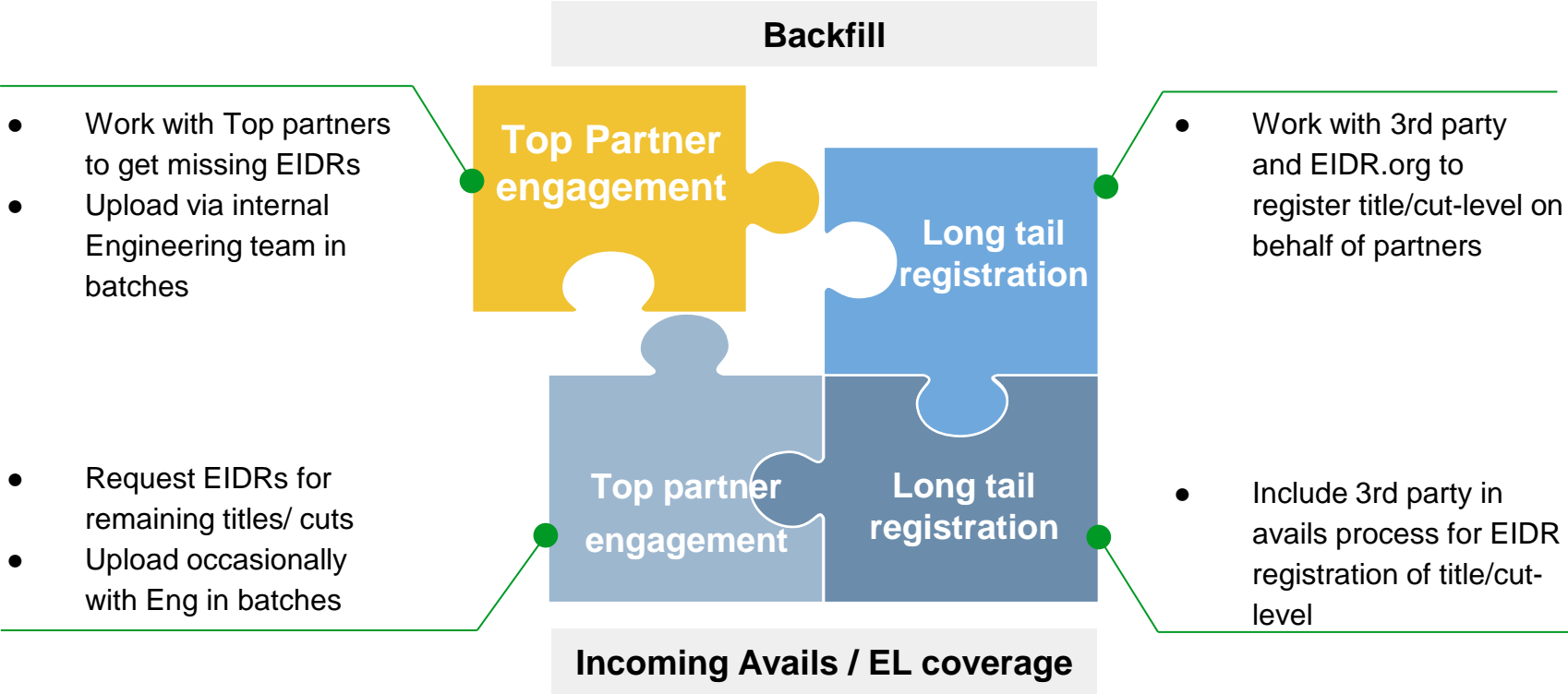
E1: 0%
E2: 0%



E1: 0%
E2: 0%

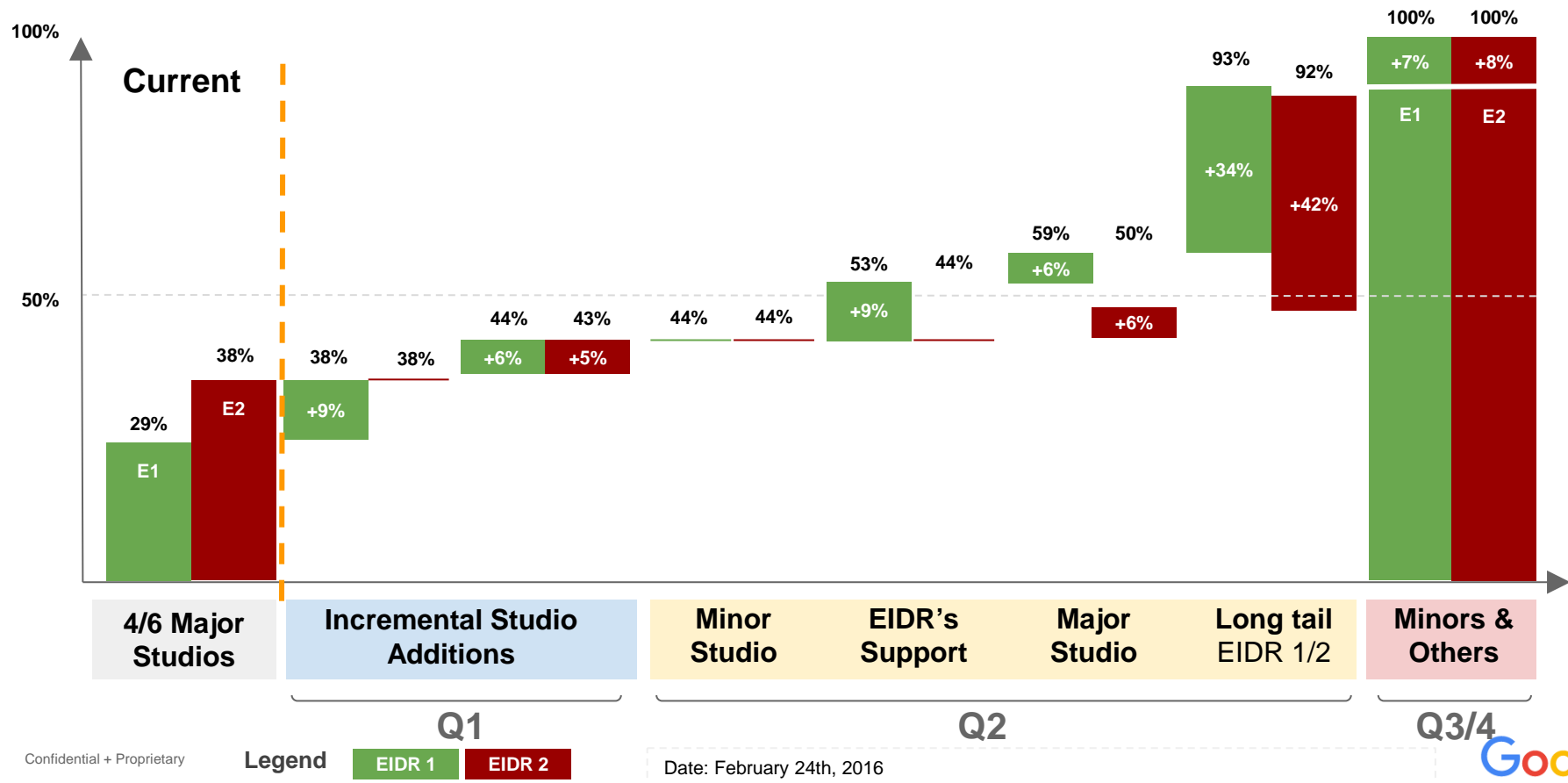


Top partner engagement and long tail registration via 3rd party are critical for backfill and incoming avails





>50% EIDR backfill level can be reached by EOQ1 through backfill efforts with 3 major studios





Backfill Efforts To Date & Going Forward



One-time Process

Process Steps

- Google Play Movie Operations procure 'EIDR to AltID' mapping from Partner
- Google Play Movie Operations convert mapping from AltID to ELID
- Working with Google Engineering to develop script to load data
- Working with Google Engineering to test and execute upload

Go-forward Process

Majors

Process Steps

- Studios will submit EIDR IDs via EMA Avail
- Google Play Movie Operations will ingest Avail

Longtail

Process Steps (WIP)

- Partner will submit avails
- If EIDR IDs not provided, Ops will facilitate avails to 3rd Party, otherwise ingest
- 3rd Party will register with EIDR
- EIDR IDs updated in Google Play database