

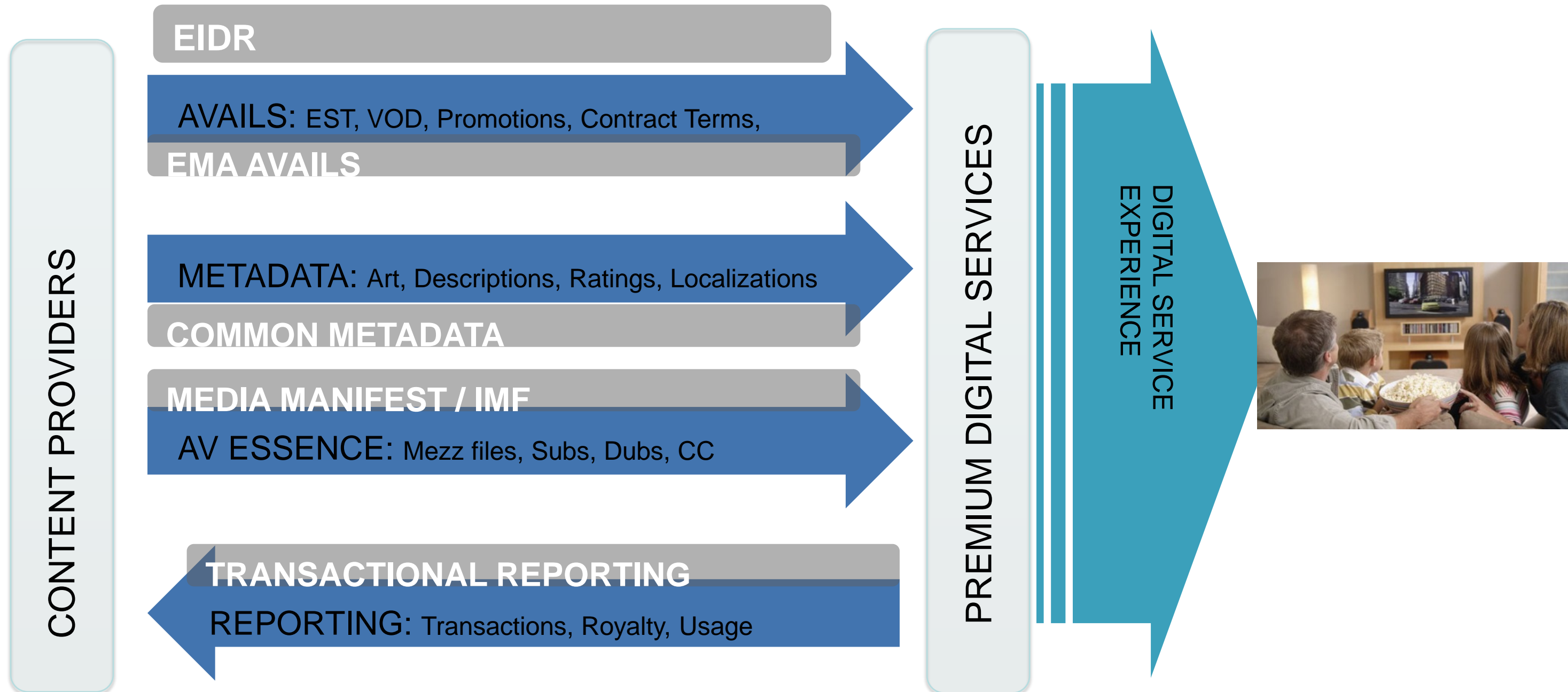
# Studio Report



## Digital Entertainment Group Report

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

# 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



# Sony – Global Measurement Use Case

## EMS Territories & Ratings Agencies

Region	Country Name	Ratings Provider
AsiaPac	Adelaide	Oztam
AsiaPac	Australia - 5 Cities	Oztam
AsiaPac	Australia - STV	Oztam
AsiaPac	Brisbane	Oztam
AsiaPac	Indonesia	AGB/NMR
AsiaPac	Japan Kansai	Video Research
AsiaPac	Japan Kanto	Video Research
AsiaPac	Korea	TNMS Korea
AsiaPac	Melbourne	Oztam
AsiaPac	New Zealand	AGB/NMR
AsiaPac	Perth	Oztam
AsiaPac	Sydney	Oztam
Canada	Canada B	Numeris
Canada	Canada N	Nielsen
Canada	Toronto B	Numeris
Canada	Toronto N	Nielsen
EMEA	Belgium North	CIM/GfK Audimetrie
EMEA	Belgium South	CIM/GfK Audimetrie
EMEA	Denmark	TNS/Gallop
EMEA	France	Media Metrie
EMEA	Germany	AGF/GfK
EMEA	Hungary	AGB/NMR
EMEA	Italy	AGB/NMR Auditel

Region	Country Name	Ratings Provider
EMEA	Netherlands	SKO
EMEA	Norway	Gallop
EMEA	Poland	AGB/NMR
EMEA	Russia	TNS/Gallop
EMEA	South Africa	AGB/NMR
EMEA	Spain	Kantar Media
EMEA	Sweden	MMS Mediamatning
EMEA	UK	BARB, TNS
EMEA	UKSat prior 2010	BARB
LATAM	Argentina	Ibope
LATAM	Argentina Cable	Ibope
LATAM	Brazil Cable	Ibope
LATAM	Chile	Ibope
LATAM	Chile Cable	Ibope
LATAM	Colombia	Ibope
LATAM	Colombia Cable	Ibope
LATAM	Costa Rica	Ibope
LATAM	Mexico	Ibope
LATAM	Mexico Cable	Ibope
LATAM	Panama	Ibope
LATAM	Puerto Rico	Ibope
LATAM	Sao Paulo	Ibope
LATAM	Venezuela	AGB/NMR



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