

European Working Group Inaugural Webinar and Meeting

Logistics

Staff Introductions

Reception





EIDR Today

- EIDR has arrived as the unquestioned best solution for a flexible, granular, unique ID
- EIDR is the best impartial ID of choice for multi-partner digital video supply chains
- EIDR has proven it's global applicability – 20% of membership is non-USA, and is fastest growing category.

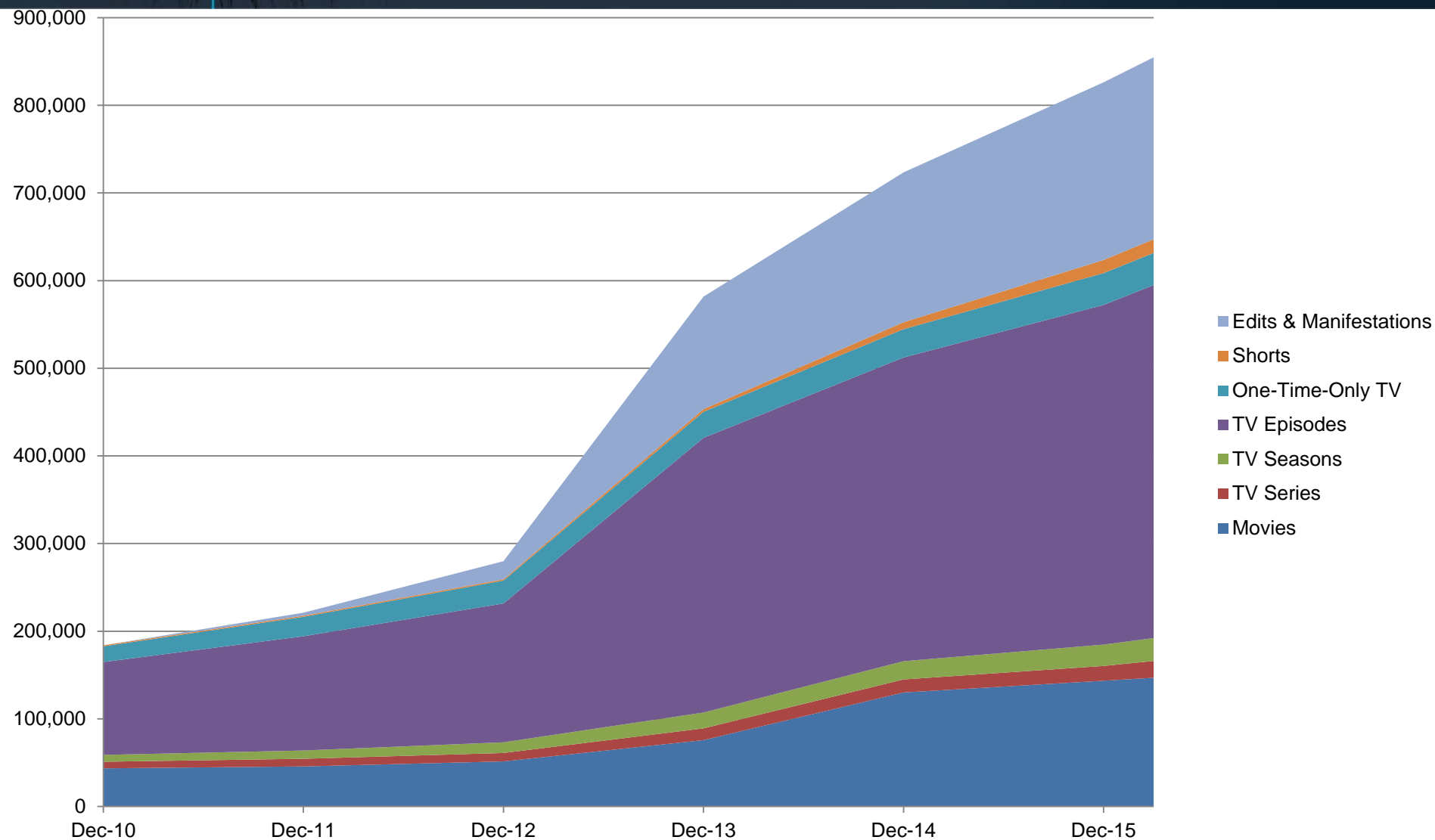
Challenge:

Growing the European Ecosystem

Challenge:

Executing on the Business Cases

Registry Growth



Registry Database Details

Category	Today	2015	2014	2013	2012
Total records	855,548	826,914	723,709	581,798	279,900
Original/title-level content:					
Movies	146,912	143,556	130,137	75,800	51,496
Shorts	15,594	14,999	7,919	3,039	1,406
One-Time-Only TV	36,614	36,290	32,323	29,709	26,112
Series	19,166	16,855	14,881	13,409	9,613
Seasons	26,113	24,374	20,804	18,082	12,197
Episodes	402,729	387,467	346,458	313,328	158,371
Edits	192,676	187,971	161,389	121,513	18,293
Manifestations	14,931	14,734	9,576	6,866	2,046



Large Catalogs Matched to EIDR

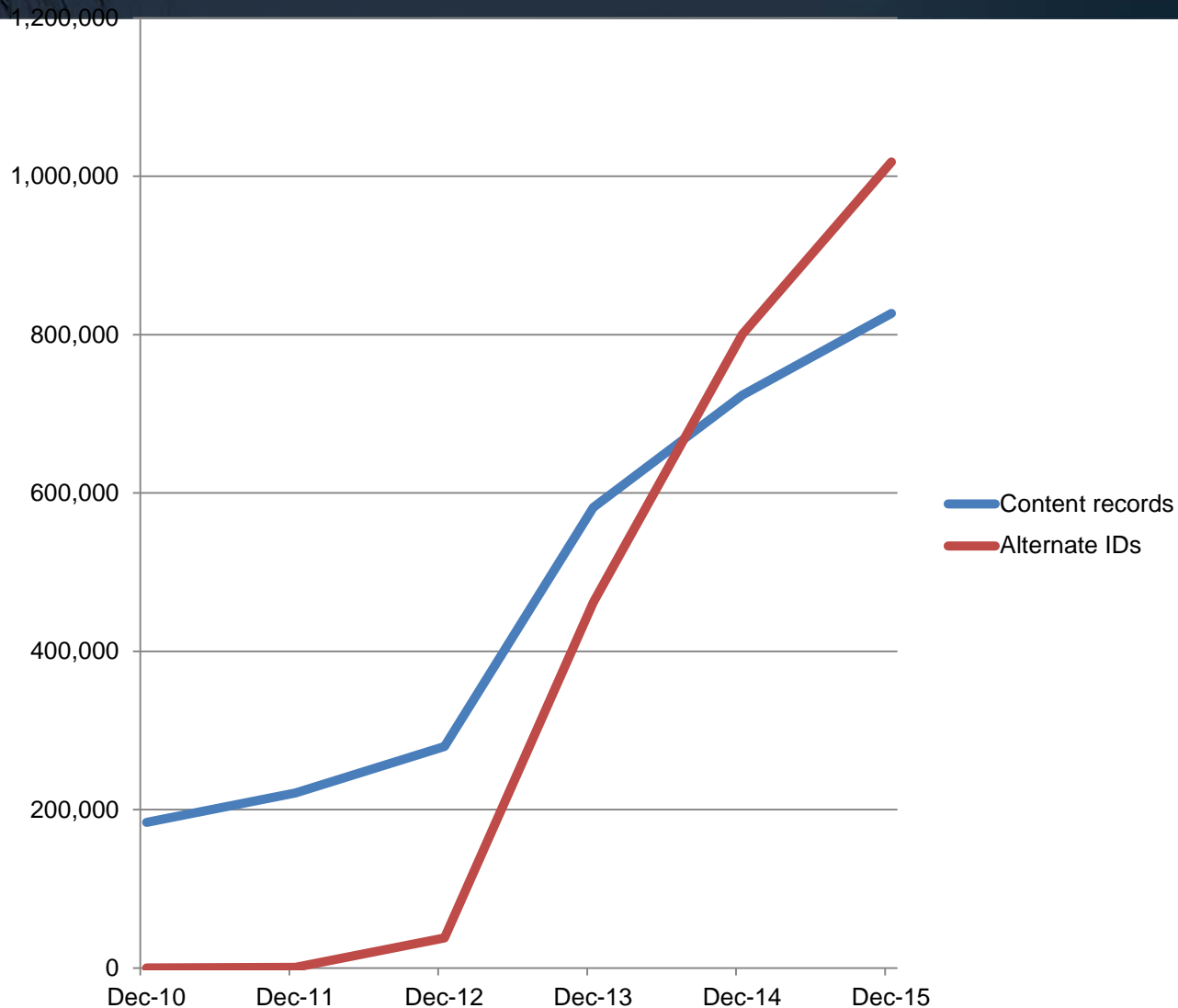
Company	Records
Rovi	379,000
Sony	218,000
Amazon/IMDb	153,000
Warner Bros	130,000
Media-Press	119,000
Baseline	113,000

Registry Activity 2016

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;

Content v. Alt-ID Growth



Alt IDs Value Proposition

- Links to internal IDs for:
 - IMDb
 - IVA (ID resolves to actual trailer)
 - Amazon (ID resolves to purchase screen)
 - Rotten Tomatoes
 - Studio/Broadcaster “House” ID
- Could add link to supporters
 - Add links to Login for:
Baseline, Veronica, Red Bee, etc.





Technical Update

- EIDR Version 2.1 in Progress
- EIDR Stress Tests
 - Catalog matching – good coverage
 - Manual review – good data quality
- Tiger Teams
 - ***Priority Focus – Edits Tiger Team (ITV)***
 - Next – Digital Cinema (Arts Alliances Media)

***What features are needed
for the European Market ?***



Recruitment: 2015

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



Marketing Calendar 2016

- Japan Trip – *Good start at end of 2015*
- Europe Q1 (*U.K./France/Germany*)
- East Coast (Metadata Madness) - *recruiting and member support; also other HITS/DEG/MESA events*
- NAB (April) - *FilmTrack reception, ATSC activity*
- NCTA (now “INTX”)(May) – *small booth space*
- TV of Tomorrow (June) – *return – innovative video apps*
- Spring Europe (June?) (*U.K./France/Germany*)
- IBC (September) - *Share booth with RSG*



Business Cases

- *Online retail distribution*
- Title Management – Studios, Broadcasters
- Other Internal Content Systems
 - Finance; Digital Cinema, Rights Management
- *Usage measurement*
- Broadcast Linear
- Advertising
- International Distribution



European Use Cases

- British Video Associations – Online Retail
 - EIDR IDs are flowing from Studios to U.K.
 - EiDR IDs beginning to be returned in usage reporting.



Rights Management

- ICE
 - GEMA
 - PRS
 - STIM
- CISAC/AGICOA, others
- European Union
 - Digital Single Market

EIDR EMEA 2016 Outreach



EIDR

Entertainment Identifier Registry

EMEA

2016 outlook

Don Dulchinos

Hervé Utheza

EMEA Market Development

EIDR

EIDR in Europe

Programmers / broadcasters

Distributors

Infrastructure

Archives

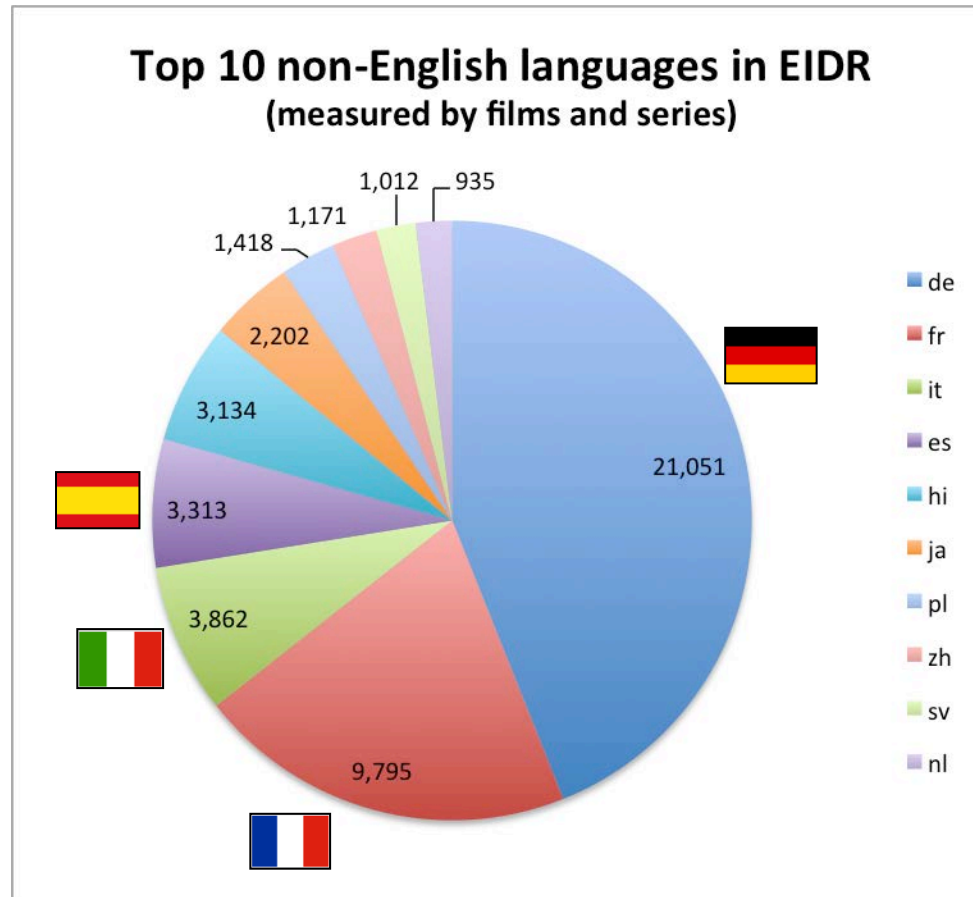
members

In discussions



non exhaustive list

II. Non English titles coverage



Source: EIDR operations

III. EMEA in summary, for EIDR



A complex market structure



You are key

National content

Distribution of EIDR-enabled US content



Digital distribution growing fast

Outside of Netflix and Google, a patchwork of smaller players, platforms and vendors



EPG metadata

Slowly stitching together the ecosystem



Standards matter a lot in Europe

Ground work laid by the EIDR team


DPP

EBU / EBU Core

SMPTE / MPEG

Blu-ray / Ultraviolet

IMF / EMA avails



Thank you
Merci
Gracias
Danke Sehr
Grazie mille
Obrigado
Ďakujem
Dzięki
Tack
Ευχαριστώ

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Priority Setting for EWG



Monthly Webinar/Meeting

- Quarterly Call
 - Particular day/time ?
- In person hosting
 - June in Paris ??
 - September at IBC ??

EWG Tech Support

- Time Zone Support
 - Currently U.K. through Raymond Drewry, Ben Schofield, EIDR U.K.
- Language Support
 - Currently French and German (somewhat) through Herve Utheza, EIDR EMEA
- Other Needs



Developers Conference

- EIDR business model presumes member-led development
- Lots of attention to documentation, but...
- the transmission of “oral culture” around EIDR is proving helpful, what commercial vendors would call a “Developers Conference”.



Standards, Policy Organizations

- DVB
 - HBBtv
 - GEM
- DPP
- EBU
- European Union
 - Digital Single Market



Recruitment Priorities

- *BBC*
- *BT*
- *Liberty Global*
- *Channel 4*
- *Sky*
- *Vivendi/Studio Canal*
- *France Television*
- *TF1*
- *ARD*
- *ZDF*
- *SRG SSR*