



EIDR European Working Group

8 March 2016

ITV Overview

ITV's Business Models

Rights



Produces

All
Rights



Broadcasts

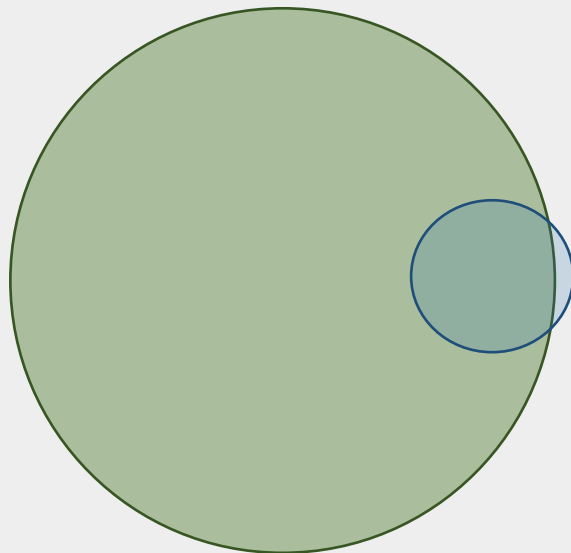


Distributes



Registration Progress

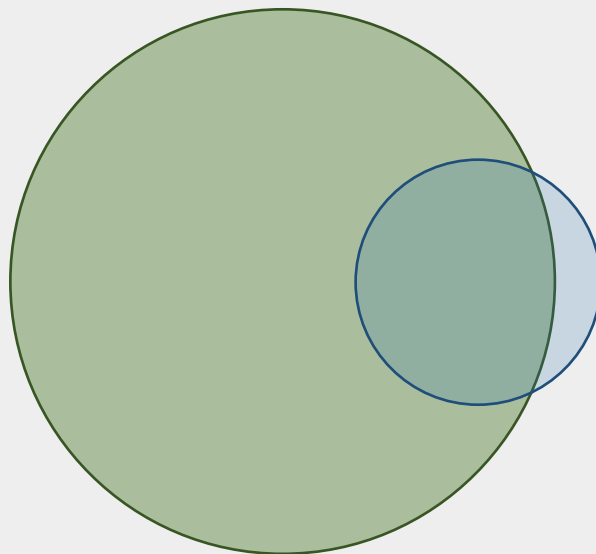
EIDR Registrations



ISAN: 120,000
EIDR: 6,500

July 2015

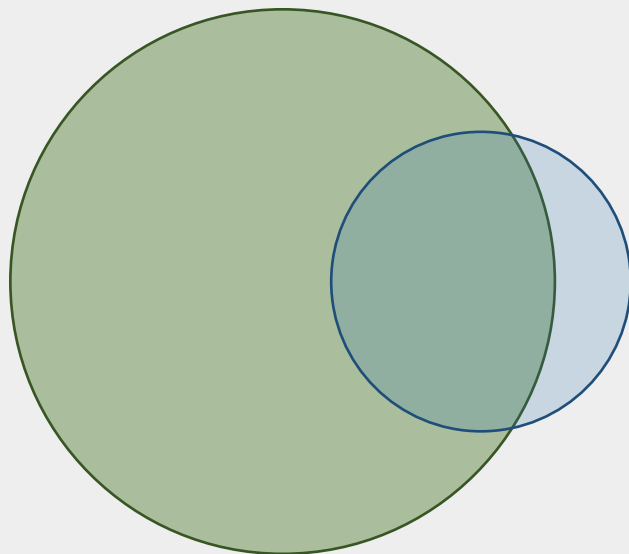
EIDR Registrations



ISAN: 120,000
EIDR: 25,000

December 2015

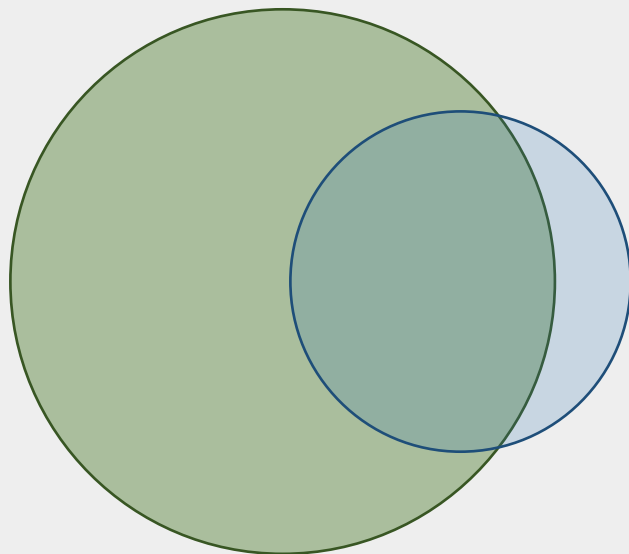
EIDR Registrations



ISAN: 120,000
EIDR: 30,000

January 2016

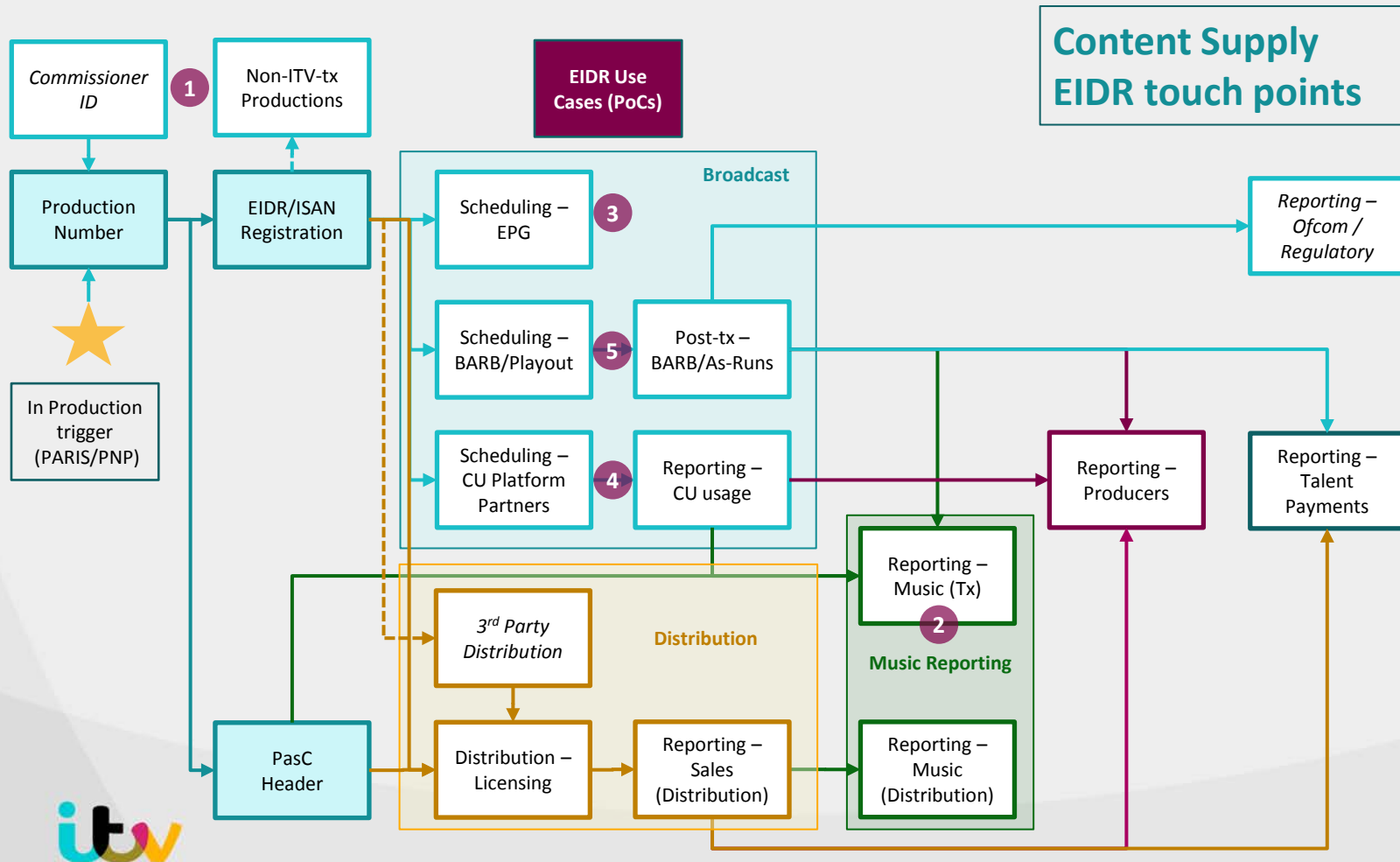
EIDR Registrations



ISAN: 120,000
EIDR: 50,000

March 2016

EIDR Use Cases & Benefits



EIDR | Use Cases | Proofs of Concept

1 ITV supply chain partners

- C4 Commissioning & ITV Production IDs held against EIDR ID (1,800 episodes)
- Title: Come Dine With Me – commissioned & broadcast by Channel 4
- Next step: Expansion of supply chain reporting scope(NBCU & Sony)

2 PRS/Silvermouse - music reporting

- Populate EIDR fields in PRS reporting
- Next step: Test IDs at edit level in sample titles

3 EPG – Teleview file

- Register IDs at edit level for sample titles (in forward schedule)
- Next step: Test API look-up on Teleview file

4 Platform partners reporting

- Register IDs at episode and edit level for sample titles (in forward catch-up schedule)
- Next step: Test API look-up on return path reporting

5 BARB - in/out files

- Register IDs at episode and edit level for sample titles (in forward schedule)
- Next step: Review BARB file specification for Programmes (Broadcast & VOD) and Transmission Logs

Any questions?