

media-press.tv

EIDR and media-press.tv integration for Swisscom

London, March 8, 2016

EIDR European Working Group Meeting
March 8, 2016 14:00 – 16:00 GMT London time

Hosted by ITV
200 Grays Inn Road | London | WC1X 8HF
Webinar: <https://global.gotomeeting.com/join/756925069>



:::media-press.tv:::

- Introducing media-press.tv
 - Markets
 - Experience
 - Numbers
- Database and structure
 - Where is EIDR placed
- Integration with EIDR API
 - Movies
 - TV-Series
- Matching statistics
- Contact

> 40

TV Magazines in Switzerland, Germany and Austria

30

Million Copies sold

50

Million Readers

30 years of working with TV listings

Different countries, with respect of the local cultures and the specific media environment
Layout/pre-press, EPG, internet

Client Implementations

- Bertelsmann/Arvato – Implementation of nearly 100 daily newspapers and magazines, for example TV Magazines „Gong“ and „TV Spielfilm“
- PPS/dpa – nearly 100 newspapers and step by step 30 magazines in 4 months
- Bauer Media Group – the largest and most complicated implementations
- Bindinc/The Netherlands have recently accomplished the realisation of several magazines

Introduction: The media-press.tv Group

300 employees

* **Switzerland (10)**

media-press.tv headquarters

* **Germany, Berlin (45)**

German editorial department, IT used for efficiency, technical service, sales and marketing

* **Poland, Krakow (210)**

technology and development system, German and international editorial department, collection of data, base of production

* **Bulgaria, Sofia (30)**

local collection of data, production of television adverts

* **Czech Republic, Prague (5)**

local data collection

Introduction: In numbers

2.200
channels



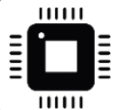
**1.200 Proper TV and
radio stations**
**+1.000 stations from
partners**



25.000
pages produced
monthly



1.000.000
Euro invested in innovation
and technology



240.000
Euro invested in security



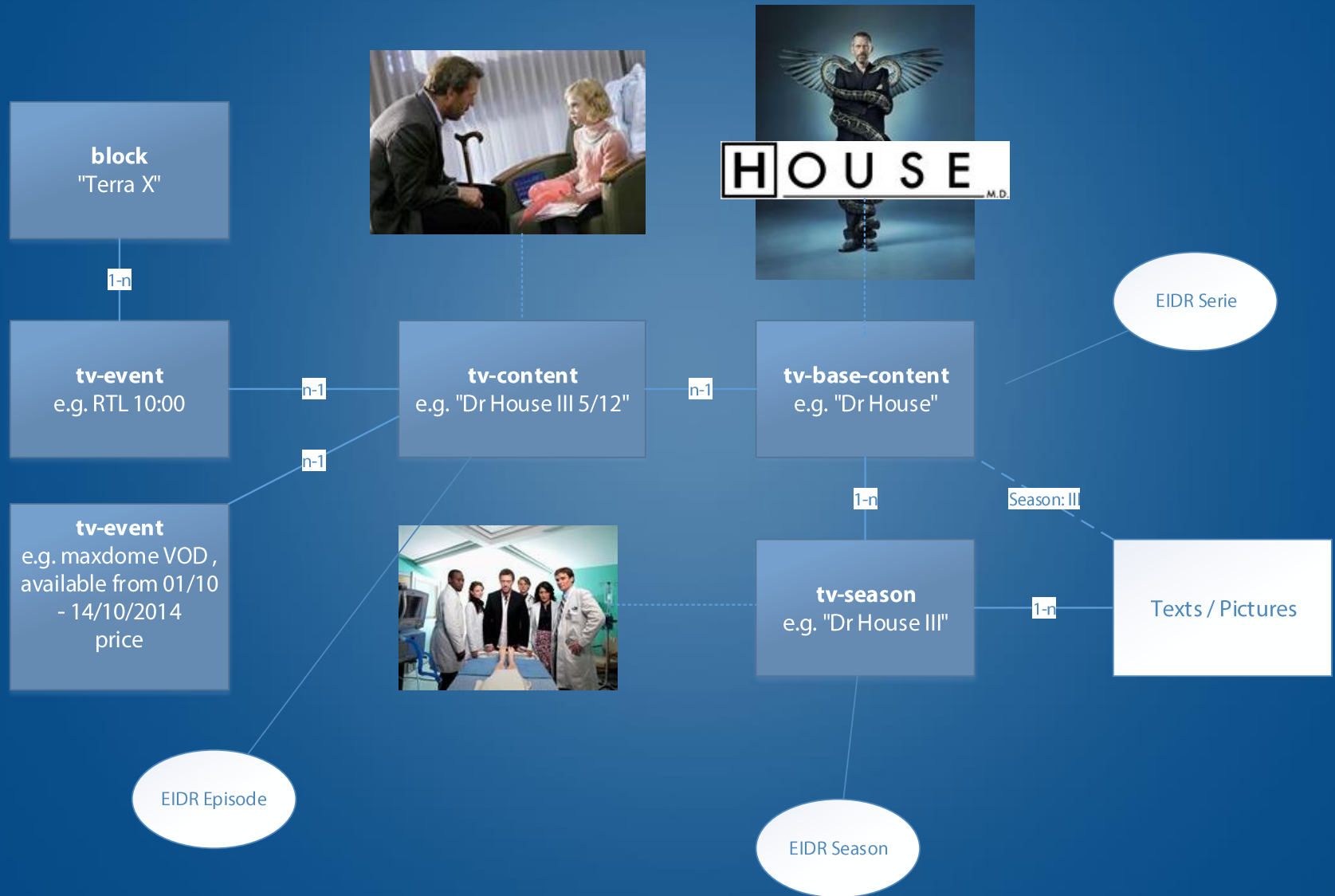
TVMan

CMS system for TV data

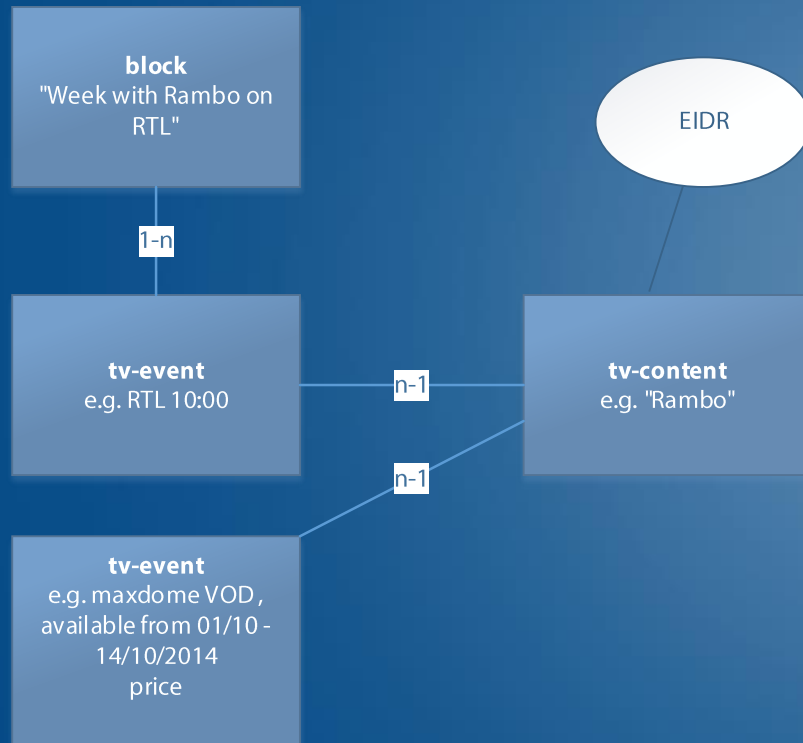
Manging rich Metadata

- Data collected from 20 countries
- Approx. 200,000 broadcasts per week
- Approx. 50,000 programme updates per week
- 9.3 million pictures in our database
- 863,000 "Humans" directly linked to IMDb pages and 15,700 people linked to Wikipedia articles
- 5 million Assets in the Archive, from which:
 - 827,000 are multilingual
 - 1.387 million are series
 - 340,000 are films
 - 1.2 million Linear-TV-Events in the database

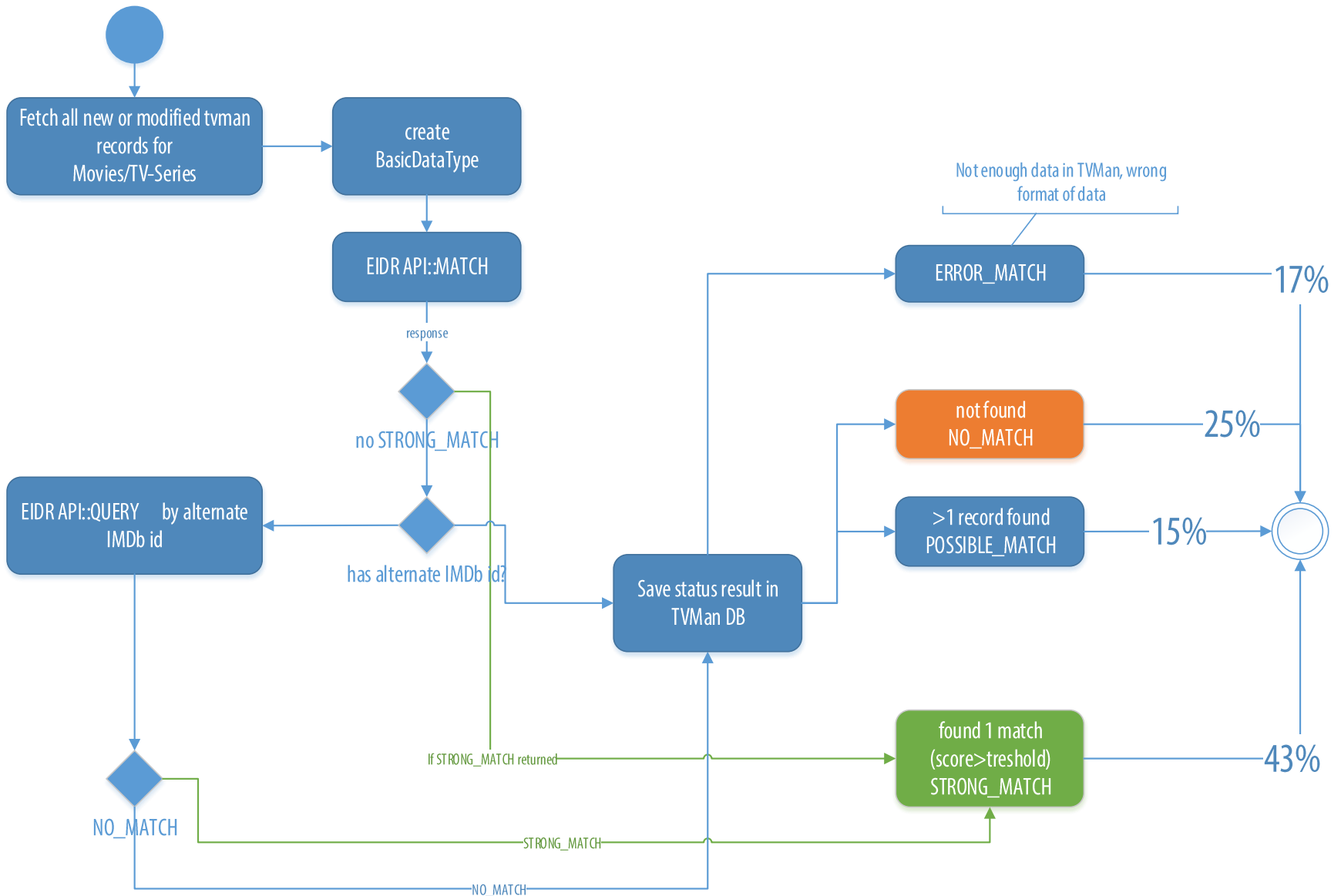
Database structure: TV-Series



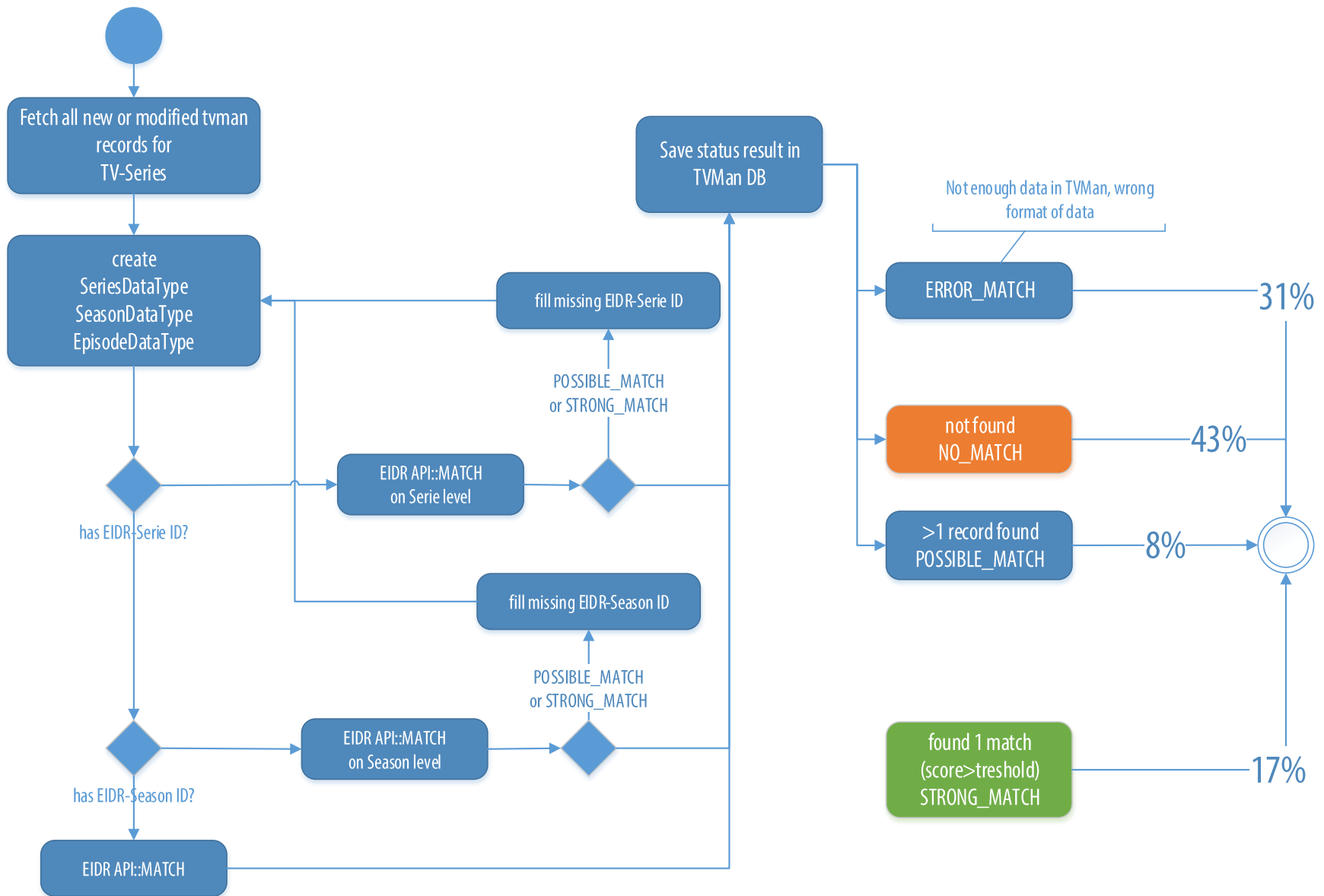
Database structure: Movies



Integration schema: Movies



Integration schema: TV-Series



Programme week 29.02.2016 – 6.03.2016

Movies – **85.29%**

Series – **25.88%** episodes, 50.79% serie's level (EID_EIDRS)

All data, i.e. including raw data:

Movies – 73.21%

Series – 11.08% episodes, 31.84% serie's level (EID_EIDRS)

Programme week 7.03.2016 – 13.03.2016

Movies – 86.69%

Series – 26.70% episodes, 50.76% serie's level (EID_EIDRS)

All data, i.e. including raw data:

Movies – 72.89%

Series – 11.35% episodes, 31.09% serie's level (EID_EIDRS)

Matching statistics: Movies

Total:

ALL	100%	193193
STRONG_MATCH	42.64%	82373
NO_MATCH	24.92%	48144
POSSIBLE_MATCH	15.23%	29432
ERROR_MATCH	17.21%	33244

Production country: USA

ALL	100%	50416
STRONG_MATCH	72.17%	36387
NO_MATCH	7.68%	3873
POSSIBLE_MATCH	15.02%	7575
ERROR_MATCH	5.12%	2581

Production country: Germany

ALL	100%	21210
STRONG_MATCH	40.43%	8575
NO_MATCH	33.58%	7123
POSSIBLE_MATCH	19.67%	4173
ERROR_MATCH	6.31%	1339

Production country: France

ALL	100%	22489
STRONG_MATCH	37.16%	8356
NO_MATCH	32.53%	7315
POSSIBLE_MATCH	23.52%	5290
ERROR_MATCH	6.79%	1528

Matching statistics: Series

Total:

ALL	100%	151382
STRONG_MATCH	17.18%	26002
NO_MATCH	43.44%	65762
POSSIBLE_MATCH	7.99%	12097
ERROR_MATCH	31.39%	47521

Production country: USA

ALL	100%	66369
STRONG_MATCH	34.86%	23139
NO_MATCH	32.35%	21472
POSSIBLE_MATCH	14.5%	9624
ERROR_MATCH	18.28%	12134

Production country: Germany

ALL	100%	11142
STRONG_MATCH	1.04%	116
NO_MATCH	86.32%	9618
POSSIBLE_MATCH	0.67%	75
ERROR_MATCH	11.96%	1333

Production country: France

ALL	100%	13578
STRONG_MATCH	0.54%	74
NO_MATCH	58.11%	7890
POSSIBLE_MATCH	1.41%	192
ERROR_MATCH	39.93%	5422

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