EIDR Annual Meeting – January 19, 2017
Breakout Sessions - Defining the Industry Business Cases for EIDR

Session Title: Advertising, Alternate Content and Broadcasting

Session Summary: How can machine-readable, industry-accepted IDs (EIDR and Ad-ID) enable better content description to link to ad campaign target demographics/psychographics. What is value of EIDR ID use in Alternate Content architecture? How can EIDR IDs be adopted in more broadcast and streaming applications?

Session Objectives: Share and discover how content owners, distributors and distributors could leverage Alt Con architecture and enable better ad targeting.

Session Outline:

Topic	Facilitator	Time
Viacom Intro – How EIDR is being used in SCTE 35 **NBCU Intro – Challenge of EIDR in Broadcast Playout**	Don Dulchinos Gina James	15 mins
Group Breakout: • **Roundtable Q & A** 1. **Is EIDR being used or discussed for advertising at your company?** 2. **Do you or could you see value there?** 3. **What would it take to implement EIDR in an advertising work flow?** 4. **What would it take to get EIDR IDs flowing through broadcast chain?**	(multiple breakout leaders)	30 mins
Recap	Session Scribe	15 mins
Case Study Recruitment • **Find 3 or 4 volunteers willing to participate in a deeper dive business case assessment over the next six weeks**		15 mins

Notes:

Architecture defined in standards, but not widely implemented for ads
Program level targeting not yet in wide use in cable. (?)
Needs clearer Broadcast operations integration
Other participation - GrayMeta (Contextual), AdID