EIDR in Broadcast Operations - Progress Report

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Problem Statement

The Broadcast Industry is facing the largest, most diverse consumer demand ever, while being threatened by new competitors and challenged by an aging supply chain model

- How can EIDR help broadcasters be more nimble, more responsive, and help reduce costs?

Executive Summary

Create a working team of Broadcast professionals to explore the opportunities and challenges of introducing EIDRs into traditional Broadcast workflows.

- **Enlisted** the help of Cameron Crosby and his team at WaveSeven.
- **Wrangled** a Broadcast Working Committee of expertise from ABC, NBCUniversal, WB, Sony Network, ITV.
- **Captured** as-is process workflows, as well as observations (challenges and opportunities).
- **Documented and presented** to-be processes for review and feedback.

Defining Broadcast Workflows

ACQUISITION & PREPARATION

ASSET DELIVERY FOR PLAYOUT

AD PLANNING

High Level Broadcast Workflow

Interaction between parties often triggers a costly "secondary flow" to match and gather IP and Metadata

Cost Factor Discussion

The estimated annual cost of Non-EIDR usage in Broadcasting

	Non-EIDR	EIDR
Setup Cost/IP	$ 7.70	$ 7.70
Transmission Cost/IP	$ 1.50	$ -
End to End Supply Chain Cost/IP	$ 108.90	$ 7.70
(assumes up to 12 setups and 11 transmissions)		
Estimated US Cost Annually	$ 6,550,247.50	$ 520,135.00
Estimated Global Cost Annually	$ 32,751,237.50	$ 2,600,675.00

Prepared by waveseven

Other Costs Incurred due to Lack of EIDR

- Duplicate edit/preparation costs (not aware versions already exists)
- Redistribution due to errors
- Finance and Accounting errors
- Opportunity loss (IP not licensed/used, because information not ready)

Observations

1

GROWTH IN CONTENT

The growth in content and new parties involved in the supply chain is increasing the challenge of matching and managing IP and metadata

2

PROPRIETARY IDENTIFIERS

Most parties in the supply chain are using proprietary codes and identifiers. Even internally, coding differences still exist between Accounting, Legal and Operations

3

MANUAL WORKFLOWS

Much of the ID sharing and matching being performed is via spreadsheets and email and therefore, manually intensive and costly

4

LACK OF EIDR AWARENESS

Broadcasting still lacks EIDR awareness/commitment to the large opportunity and benefits

5

MEASUREMENT & REPORTING

Missed opportunities in metrics and ad tracking.

Where do we go from here?

1

BENEFITS

- If you are in the Broadcast supply chain, What are the benefits to your organization?
- How do we get collaboration across the supply chain to achieve benefits?

2

OWNERSHIP/ACCOUNTABLITIY

- Talk internally to drive adoption
- Talk externally to partners to require adoption
- Commitment to change

3

FEASIBILITY

- How do we introduce standardized identification without hindering the operation?

NEXT STEPS FOR 2017

- EIDR Report out 1/19
- Q1 Develop, communicate ad use case
- Q2 Trial Workflows

THANK YOU

Broadcast Workflow – Acquisition and Preparation

Company Proprietary IDs

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Broadcast Workflow – Asset Delivery for Playout

** Sample of potential 3rd Parties - services could also be handled in-house*

ID ID ID ID Company Proprietary IDs

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Broadcast Workflow – Ad Planning

Non-EIDR Estimated Cost: Setup and Communication

Setup Cost (Creator/Receiver)		
	Minutes	
Required Activity	**Average/100**	**Factor**
Research/Title Matching	120.00	1 individual 2 hours
Setup in propriety system(s)	500.00	5 min/IP
Reviews and approvals	60.00	3 individuals 20 min each
Communicate addition	30.00	1 individual
Annual Maintenance	60.00	1 individual
Total Time	770.00	
Avg. min/IP	7.70	
Cost per IP ($60/hr or $1/min)	$ 7.70	
Transmission Cost (Originator/Sender)		
	Minutes	
Required Activity	**Average/**	**Factor**
Research/Gather Info	60.00	1 individual
Prepare list	30.00	1 individual
Reviews and approvals	30.00	2 individual
Questions and follow-up	30.00	1 individual
Total Time	150.00	
Avg. min/IP	1.50	

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Non-EIDR Estimated Cost: End-to-End ID Process Cost

	Parties				
Process Activity	**Send**	**Receive**	**Cost to Senders**	**Cost to Receivers**	**Total Cost**
Initial product Setup	Licensor		7.70		7.70
License content	Licensor	Licensee	1.50	7.70	9.20
Prep content	Licensee	Video Ops	1.50	7.70	9.20
Request and receove , media	Video Ops	Licensor	1.50	7.70	9.20
Order to process content	Video Ops	3rd Party	1.50	7.70	9.20
Return processed content	3rd Party Services	Trafficking	1.50	7.70	9.20
EPG Creation	Licensee	EPG Distributor	1.50	7.70	9.20
Ad sales	Licensee	Ad Agency	1.50	7.70	9.20
Setup Ratings Capture	EPG Distributor	Ratings Service	1.50	7.70	9.20
Ratings Notice	Rating Service	Licensor	1.50	7.70	9.20
Ratings Notice	Rating Service	Licensee	1.50	7.70	9.20
Distribution Fees	3rd Party Services	Licensee	1.50	7.70	9.20
	Total End-to-End ID Process Cost		24.20	84.70	108.90
End to End Cost:	**Distribution Level**	**# of Exchanges**	**Cost to Senders**	**Cost to Receivers**	**Total Cost**
	Light	1	9.20	7.70	16.90
	Medium	3	12.20	23.10	35.30
	Heavy	6	16.70	46.20	62.90
	Full	11	24.20	84.70	108.90

Non-EIDR Estimated Cost: US and Global Annually

US	Type	# of Series	Shows Per	Areas	# of shows	Annual Number	Light	Med	Heavy	Full	# of Dist	Light	Medium	Heavy	Full	Total Initial	Overall Total
	Episodic	1,500	10	1	15,000	15,000	5%	10%	60%	25%	5	$ 12,675	$ 52,950	$ 566,100	$ 408,375	$ 1,040,100	$ 5,200,500
	Daily Show	150	300	1	45,000	45,000	90%	10%	0%	0%	1	$ 684,450	$ 158,850	$ -	$ -	$ 843,300	$ 843,300
	Movies	800	1	1	800	800	0%	25%	25%	50%	5	$ -	$ 7,060	$ 12,580	$ 43,560	$ 63,200	$ 316,000
	Sports	150	40	1	6,000	6,000	90%	10%	0%	0%	1	$ 91,260	$ 21,180	$ -	$ -	$ 112,440	$ 112,440
	Special/Other	750	1	1	750	750	5%	10%	60%	25%	2	$ 634	$ 2,648	$ 28,305	$ 20,419	$ 52,005	$ 78,008
					67,550	67,550										$ 2,111,045	$ 6,550,248
Global	**Type**	**# of Series**	**# in "Series/ Season"**	**Areas**	**# of shows**	**Annual Number**	**Light**	**Med**	**Heavy**	**Full**	**# of Dist**	**Light**	**Medium**	**Heavy**	**Full**	**Total Initial**	**Overall Total**
	Episodic	1,500	10	5	75,000	75,000	5%	10%	60%	25%	5	$ 63,375	$ 264,750	$ 2,830,500	$ 2,041,875	$ 5,200,500	$ 26,002,500
	Daily Show	150	300	5	225,000	225,000	90%	10%	0%	0%	1	$ 3,422,250	$ 794,250	$ -	$ -	$ 4,216,500	$ 4,216,500
	Movies	800	1	5	4,000	4,000	0%	25%	25%	50%	5	$ -	$ 35,300	$ 62,900	$ 217,800	$ 316,000	$ 1,580,000
	Sports	150	40	5	30,000	30,000	90%	10%	0%	0%	1	$ 456,300	$ 105,900	$ -	$ -	$ 562,200	$ 562,200
	Special/Other	750	1	5	3,750	3,750	5%	10%	60%	25%	2	$ 3,169	$ 13,238	$ 141,525	$ 102,094	$ 260,025	$ 390,038
					337,750	337,750										$ 10,555,225	$ 32,751,238