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

Session Title: Measurement and Business Intelligence

Session Summary: How can machine-readable, industry-accepted IDs enable better aggregation of viewership and usage measurement. Session will present examples of how EIDR helps, and explore possibilities for other measurement contexts.

Session Objective: Share and discover how content owners, distributors and value-add partners are using EIDR to improve granularity and timeliness of viewership and usage measurement. Also discuss how measurement data keyed to EIDR IDs and Alternate IDs can enhance business intelligence usage in greenlighting and other applications.

Session Outline:

Topic	Facilitator	Time
Studio Overview – How EIDR is being used for measurement and reporting.	Lead	15 mins
Group Breakout: • **Roundtable Q & A** 1. **Is EIDR being used for measurement and reporting at your company?** 2. **Do you or could you see value similar to what studio is realizing?** 3. **What would it take to implement EIDR in your business?**	Lead (or 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**	Jason	15 mins