EIDR Annual Membership Meeting 2017

A Star is Born !

- Remake of iconic musical drama A Star is Born becomes

  One Millionth EIDR ID

- Thanks to Warner Bros for permission to publicize, and Jeff Stevens for shepherding that process
- CONGRATULATIONS TO THE ENTIRE MEMBERSHIP FOR MAKING THIS HAPPEN!!

Global Ecosystem

Organization Highlights

- International Growth
- Google round trip
- Added retail ID service provider
- EIDR Video Service ID in MVPD work flows
- Technical, QA and documentation improvement
- Improving our marketing focus

Membership Survey Results

- 25% response rate
- Why EIDR
  - Register content 40%, Match for use cases 40%, For industry initiative 20%
- Use cases in Progress
  - Digital Supply Chain 70%, Title Management 45%, International Distribution 38%, MVPD Distribution – 30%; Measurement, Reporting less than 10%
- Collect as part of normal business operations – 55%
- Does EIDR add value?
  - Strongly Agree 20%, Agree 55%, Neutral 20%, Disagree 5%, Strongly Disagree 0%
- What is value?
  - Automation 80%, Asset Management 33%, Tracking 33%, Cost Savings 26%
- 25% response rate

EIDR Marketing Plan

- Business Case Documentation Priorities
  - Studio Cross Function Efficiency
  - Digital Supply Chain Efficiency
  - Measurement and Data Analytics
  - Advertising, Broadcasting
- Next Press Releases
  - Google-Studio Round Trip for Financial Reporting
  - Project with European AVO to complete European Film Coverage
- Outreach to Selected New Markets
- Outreach Webinars with Member Partners

Outreach 2017

- More Focus: Data / Analytics
- New Target: Digital Content Marketplace
  - Theatrical, Broadcast Content on OTT Platforms
  - Digital Native Content from Major Member Content Producers
  - Digital Boutique Content
- Outreach Partners for a Fragmented Market
  - FilmTrack
  - RightsLine
  - Bindinc.

Homework - Improving the TWG

- EIDR Registry Updates, Housekeeping, New Releases
- New Member Introduction
- Member Presentations
- Tiger Team Creation
- New Technology, Use Case Initiatives
- Better Engagement on Business Development
- Suggestions? >> ddulchinos@eidr.org

Agenda for Today

- Broadcast Operations Working Group
- Board Roundtable
- Member Company Roundtable
- Technology Update
  - EIDR 2.1
  - IMF
  - Digital Cinema
  - Video Service IDs in MVPD Supply Chain
  - Smart Content
- Breakout Sessions

Homework - Use Case Breakout Sessions

- Studio Cross Function Efficiency
- Digital Supply Chain Efficiency
- Measurement, Reporting and Data Analytics
- Advertising, Alternate Content and Broadcast Operations