EIDR in the MVPD Workflow

## Fact Sheet

What is EIDR?

EIDR (the Entertainment Identifier Registry Association) is a not-for-profit industry association that manages an enterprise database of standard, machine-readable content identifiers for more than 900,000 movies, television programs, plus the creative or technical versions needed for today's complex video supply chains. Membership comprises all major Hollywood studios, most domestic U.S. broadcast and cable television networks, plus major global content distributors ranging from Comcast to Amazon.

All identifiers take the form of a standard 20 digit, hexadecimal string, plus a prefix situating the ID in the domain reserved for audio-visual content of the ISO standard Digital Object Identifier system, a robust and highly scalable system.

EIDR in MVPD Workflows

The EIDR content identification architecture provides for a rich, hierarchical structure for distinguishing between different creative and technical versions of a given audio-visual work. In addition to the original title-level ID, it is likely that cable distribution networks will make use of a broadcast Edit, or Level 2 ID, for the version of the program intended for linear playout, or a home entertainment edit, for VOD distribution. Level 3 IDs called Manifestations, representing technical variants or encodings, are growing to cover streaming and EST options.

Cable's IP transition demands machine readable ID's, accessible at the enterprise level or at the device level, for efficiency and automation This hierarchy enables granular control in increasingly fragmented distribution channels.
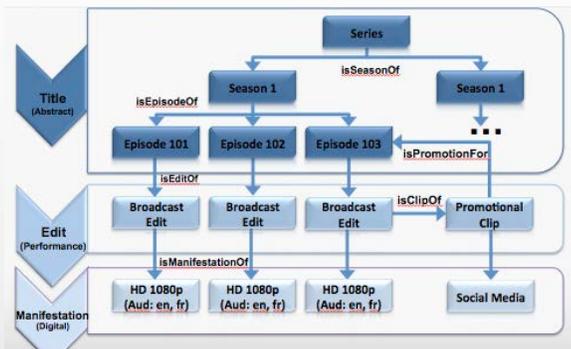

EIDR MVPD Business Cases

MEASUREMENT - EIDR is used for service usage measurement in several media workflows today.
- VOD Usage – Nielsen Home Entertainment,
- Box Office Reporting – Rentrak/NBCU
- Home Entertainment Tracking – Studios, Mediamorph
- International Aggregation – Ampere Analysis, EMS

MVPDs could use EIDR-tagged reporting data in further business intelligence analytics (e.g. matched to third party content data bases), or in financial reporting.

SMART CONTENT - EIDR is used to power innovative, customer-facing applications including content discovery, VOD and EST product enhancements, and social media program links.
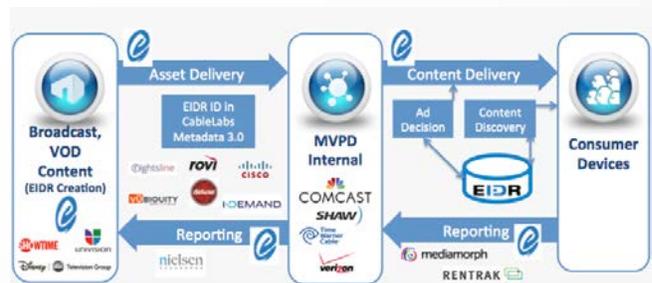
AD INSERTION - MVPDs could leverage EIDR across their digital ad insertion architecture. Led by Comcast, a new standard SCTE 214 shows how SCTE 35 markers can be used for client-side signaling of ad insertion points. The MPEG DASH Industry Forum has subsequently adopted this standard. ** Not only is SCTE 35 called out as signaling method by DASH-IF, but also EIDR is explicitly named as the preferred scheme for content identification. All of this sets the stage for EIDR to be built into ad decision frameworks, in order to
- Preserve ad opportunities in blackout situations
- Allow better, more granular targeting of ads
- Enable better ratings measurement.

** http://dashif.org/wp-content/uploads/2015/10/DASH-IF-IOP-v3.1.pdf

For more information on the EIDR content identifier and registry, please visit www.eidr.org