

THE DIGITAL ENTERTAINMENT GROUP

DEG®

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GfK Entertainment



Google play



FEEL THE WONDER



UNIVERSAL MUSIC GROUP



WARNER MUSIC GROUP

Technology & Operations Committee Members



*The Technology & Operations Committee is focused on **creating efficiency and promoting collaboration** across the physical and digital supply chains. The group provides leadership to the Digital Supply Chain Task Forces focused on **developing, recommending and implementing** both **standards and best practices** in the digital space.*

Initiatives - 2017

Avails *Standardized content availability notices for movies & TV*

EIDR *Adoption support, application for extras/bonus and compilations*

Ratings *International nuances, requirements, ratings encoding*

Platform Profiles *Technical and customer facing platform capabilities*

Mezz Files & IMF *Explore usage in distribution workflows*

Initiatives - 2017

descriptive • business • technical • temporal

**Business
Metadata**

Avails

Ratings

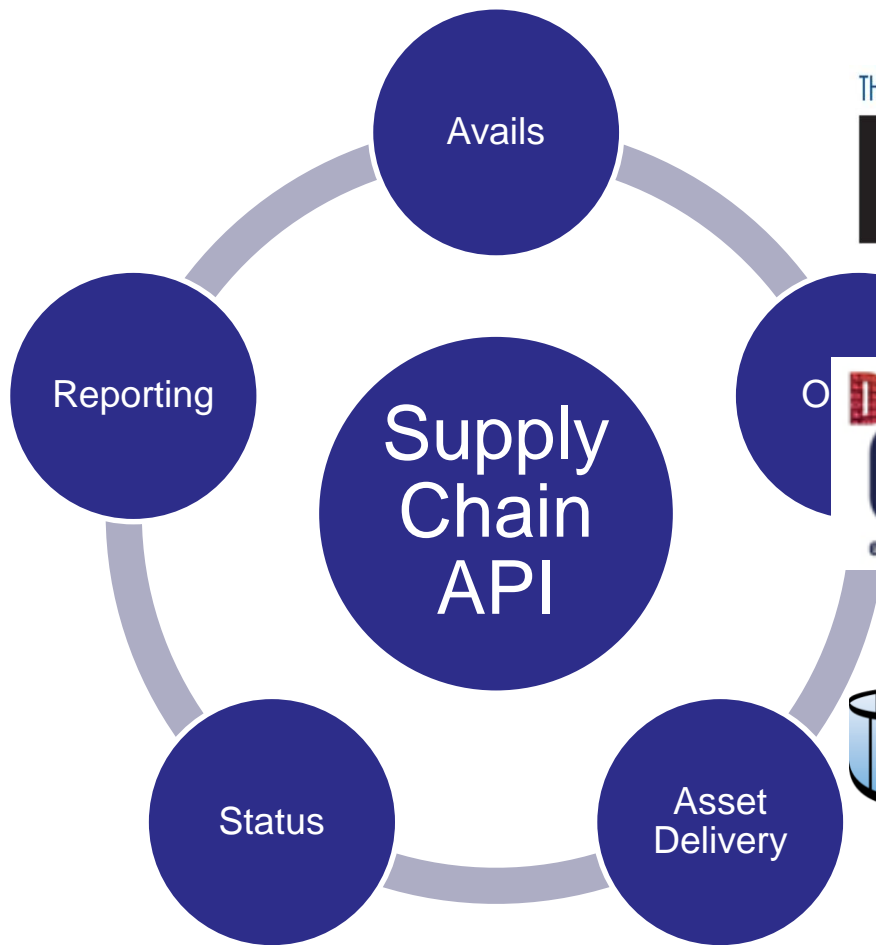
Platform Profile

**Technical
Metadata**

IMF/Mezz Files

EIDR

*How do we realize
the potential of Smart Content?*



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DIGITAL
ema
entertainment merchants association

movie
labs

Involvement

- Interested in learning more?
 - <http://degonline.org/committees/media-content-operations/>
 - Contact Alex@degonline.org
- Joint working group sessions: DEG/EMA/MovieLabs
- Supply Chain API
 - Content providers, retailers, service providers

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Thank You