

# talentō

MESA

## What's the Mission?

**To determine if there's a need for  
a digital identifier of film,  
television, music & sports talent**

## What Are the Benefits?

**The big, immediate benefit:** Generic talent identifiers may reduce PII risk for M&E entities by limiting the use of personal identifiers in workflows.

**The big, long-term benefits:** Identifiers have become essential drivers of automation and analytics; identification of key master data reduces friction across all digital processes and experiences.

# Where's the ROI?

- Payment processing
  - Term deals
  - Guild payments (ATL)
  - Participations
  - Residuals
- Tracking projects
- Credits
- Privacy (e.g., reducing the PII footprint)
- Availability/casting (see term deals)
- Research/analytics (+ social media)
- Monetization and promotion
- Name & Likeness enforcement
- Non-human characters (e.g., CGI, “Disney characters, etc.)
- Marketing systems

# What is the Industry Doing?

- Several studios have their own “Talent ID” projects underway
- MovieLabs has conducted extensive research on the subject
- ISNI - International Standard Name Identifier (ISO 27729) is the ISO-certified global standard number for identifying contributors to creative works.
- Metadata providers are tracking talent with their own systems (IMDB, Rovi/TiVo, Gracenote, etc)
- Social Media is tracking key talent (Facebook, YouTube, Twitter)
- Top-level talent is identified and tracked in the EIDR Title identification initiative

# Who Are the Stakeholders?

- Key players in the music, film & television ecosystem
  - Studios / Networks / Labels
  - Guilds / Unions
  - Talent agencies
  - Platforms
  - Payment processors
  - Metadata providers

## The sports talent community

- Leagues
- Teams
- Broadcasters

# What Are the Next Steps?

- Build the coalition of Talent ID Initiative participants
- Conduct a thorough industry-review of Talent ID activities, including new technologies.
- Determine if there's business case/"burning need" for an identifier
- Select a couple of use cases to focus initial efforts
- Validate the hypothesis
- Greenlight Phase Two: Building the Talent ID
  - Develop key principles and requirements for a Talent Identifier
  - Create a new standard or leverage an existing standard (e.g., ISNI)

## Want to Get Involved?

**To get involved in future Talent ID discussions,  
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