THE DIGITAL ENTERTAINMENT GROUP

DEG®

TECHNOLOGY
and
OPERATIONS

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DEG's T&O – Current Focus

- Identifying opportunities for efficiencies, standardization and best practices in the digital supply chain

- Promoting collaboration between content providers, digital retailers and service providers

- Facilitating dialogs and providing resources to advocate for implementation

- Tracking the adoption roadmap amongst the majors

- Expanding standardization messaging beyond the larger content providers and digital retailers, including international dialogs

DEG's T&O – Standardized Avails Status

- 2017 yielded an increase in major content providers delivering EMA Avails 1.6 and 1.7.2 for feature content

- Delivery and ingest is still Excel centric; Wider XML (EMA Avails 2.2) support is anticipated in mid-to-late 2018

- Amazon's proposed phased implementation is receiving traction

  1.7.2 (1.6) Title Matching ➡ 1.72 Partial (ALID per edit) ➡ 1.7.2 (Full)

- TV Avails in the 1.7.2 format will see a slight rise in adoption in Spring 2018, but overall TV is trailing feature avails adoption

- Content providers are challenged by legacy licensing applications, systems interoperability, technology resources and business engagement

- Open topics requiring further discussion and closure include: Asset Language, Localization Type, Holdback and Allowed Languages, Bundles, Full Extract/Delete, etc.

- An industry API for Avails will likely be available in 2019

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DEG's T&O – Master Data

- Avails standardization has driven content providers to focus on their internal solutions for master data – specifically identifiers

- EMA Avails introduces eight identifiers that historically may or may not have been expressed in the legacy licensing workflow: Content ID, Asset Logic ID (ALID), AltID, Title and Edit IDs (EIDR), Entitlement ID, Avail ID and Reporting ID

- DEG members have aligned on the definition/purpose of ALID, though consensus among global digital platforms is still uncertain

- EIDR TV registry and provisioning in TV Avails is trailing behind feature content; some content providers may be resource challenged with EIDR registry, particularly for the high volume of television content

- IDs that travel through the supply chain (i.e. from Avails to MEC or MMC or POS Reporting) provide tremendous efficiency gains for providers and platforms

Application of Standard Identifiers

	(Title ID)	(Title ID)	(Experience ID)	(Internal ID)	(Metadata ID)	(MA/UV ID)	(POS ID)
	EIDR	ISAN	ALID	AltID	ContentID	EntitlementID	ReportingID
Asset Version Control	✓	✓					
Avail Notice	✓		✓	✓	✓	✓	✓
Ordering	✓		✓	✓			
Asset Delivery	✓		✓	✓			
Metadata	✓	✓			✓		
Accounting/Reporting	✓	✓	✓				✓
Entitlement Platforms						✓	
Storefront Validation			✓				

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DEG's T&O – MEC and MMC

- Tremendous industry interest in the servicing (formatting, packaging and delivery) of digital content, particularly with media accompanied by enhanced metadata

- Adoption of the Movielabs Media Entertainment Core and the Media Manifest Core specifications is expected to increase in 2018, due to an increase in component-based workflows

- However, adoption of MEC and MMC is not dependent on component-based workflows

- DEG T&O is currently determining whether relative content provider Use Cases and Best Practices for use of the MEC and MMC specifications would be beneficial for the joint working groups and eco-dialogs

DEG's T&O – MEC and MMC

From a content provider's perspective, we are realizing some significant opportunities via adoption…

- MEC – Media Entertainment Core: ***Descriptive Product Metadata***
  - Solves for variants in metadata requirements across digital platforms
  - No longer requires content providers and service providers to maintain mapping tables, transform rules, and custom logic to support ever-changing (and evolving) metadata needs

- MMC – Media Manifest Core: ***Asset Packaging Metadata***
  - Enables componentized asset servicing
  - Ability to program consumer experience
  - Significantly reduces cost of onboarding & maintaining and servicing retailers

DEG's T&O – Joint Working Groups

- DEG members annually host two Joint Working Groups (JWG)
  Los Angeles and New York (Spring and Fall)

- Content providers, digital platforms and service providers are invited to participate in the working dialogs driving clarity, consensus and closure on topics related to specifications and best practices

- Next session is targeted for late May/early June 2018 in Los Angeles

- JWG allows for a wider dialog among industry participants, resulting in an informed community around intentions to standardize and opportunities for additional efficiency

DEG's T&O – Adoption/Implementation Pitch Deck

- Lack of business engagement amongst content providers can introduce challenges for standards adoption

- T&O members plan to partner with Movielabs to produce a "pitch deck" outlining the opportunities and efficiencies obtained by adoption of proposed standards

- Content providers can then customize the deck, adding the business relevance to their internal organization for subsequent circulation and business engagement

- Opportunities extend beyond cost reduction, cost avoidance and "customer service." Additional considerations are accurate consumer experiences, future merchandising configurations, potential revenue lifts and risk minimization/avoidance.

DEG T&O Update

THANK YOU!

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