EMA's Metadata Initiatives for the Digital Supply Chain

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The Vision

The digital supply chain for video content is efficient, reliable, scalable and secure; enabling innovation across the ecosystem to be expressed in new experiences, business models and expanded content availability worldwide.

Or

The digital supply chain should *enable*, NOT *encumber* innovations across the ecosystem for video content

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Who's involved?

Over 50 representatives from 34 organizations across the digital supply chain ecosystem including retail and digital platforms, content providers and service providers

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How do we engage?

<u>Working Group Conference Calls</u> - Bi-weekly/monthly conference calls among members of working groups to collaborate on implementation issues, questions, best practices and specific deliverables

<u>Email Distribution Lists</u> - Open dialogue among WG members

<u>Cross-Ecosystem Working Sessions</u> - Bi-monthly, in person working sessions to deep-dive on focused topics and drive decisions about

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What are we working on?

1. EMA Avails
2. SVOD Rights Communications
3. Asset Ordering and Tracking
4. Display and Asset Fulfillment Metadata (MEC and MMC)
5. QC Nomenclature

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EMA Avails

Status	2018 Objectives & Plans
EMA avails 1.7.2 published, implementations underway across the ecosystem!	● Support and drive adoption of EMA Avails ● Measure current adoption ● Improve understanding of the avails spec with training materials, workshops, deep-dives

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SVOD Rights Communications

Status	2018 Objectives & Plans
Draft of Rights Communications Specification complete and under review with content providers	- Receive input and update the specification - Publish approved specification

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Asset Tracking and Ordering

Status	2018 Objectives & Plans
Kicking-off cross-ecosystem working group to define problem statement, objectives and roadmap	To be defined by working group

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Display and Asset Fulfillment Metadata (MEC and MMC)

Status	2018 Objectives & Plans
Approved and published updated versions of MEC and MMC specifications (V2.6). Development of use cases and samples underway for use of MMC with Television	Define best practices and develop samples for using MEC and MMC with: ● Update workflows ● TV episode ordering and season hierarchies that vary across territories

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QC Nomenclature

Status	2018 Objectives & Plans
Working group established, objectives in process	● Update terms and definitions ● Define error codes for each term ● Develop QC reporting information model

How You Can Help
- Participate in industry working groups
- Initiate or support DSC projects in your organizations
- Evangelize industry specifications within your company