EIDR

Advanced Supply-Chain

Structured, Linked, Curated (SLC)

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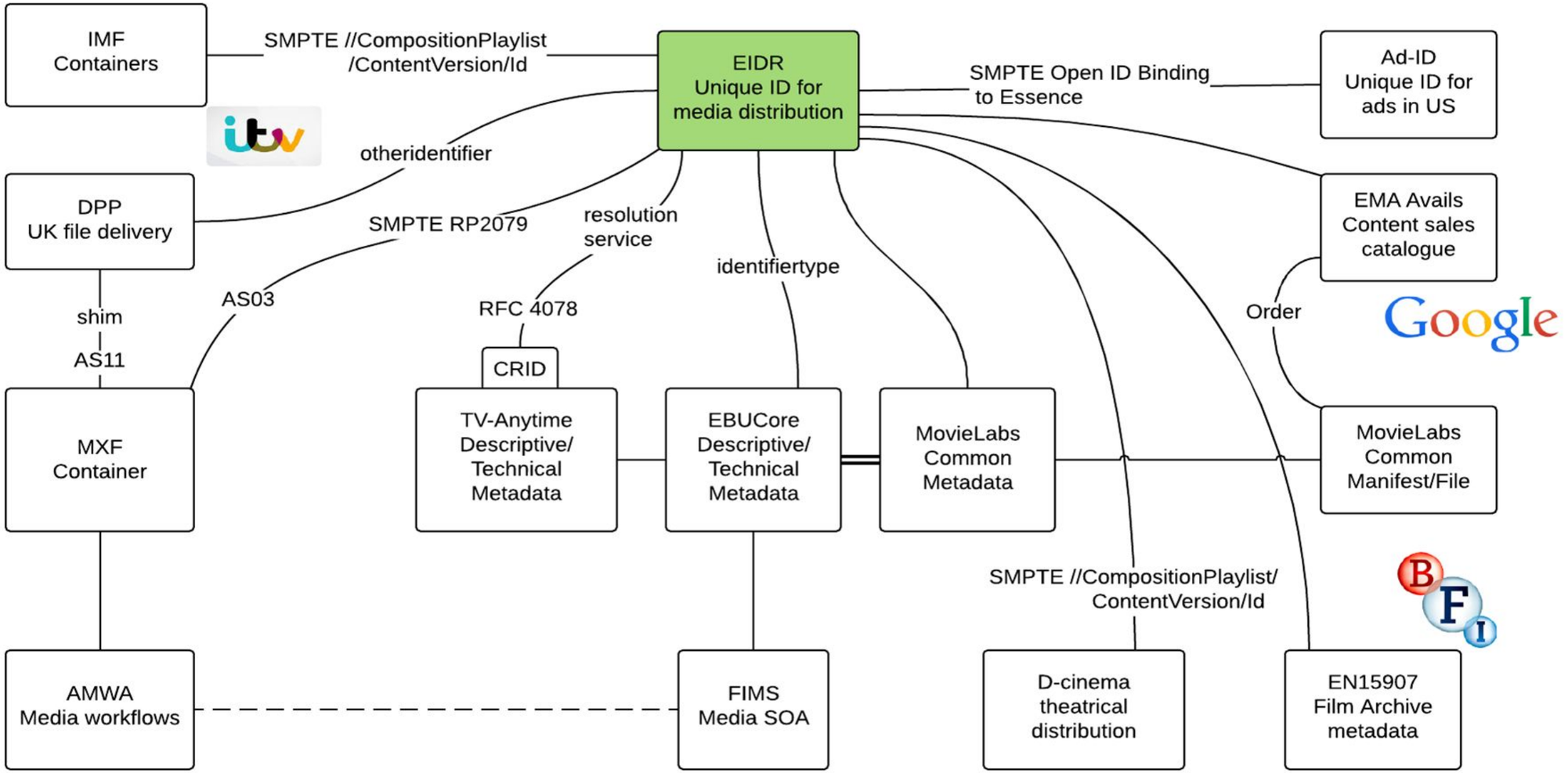
Supply Chain Initiatives

- **IMF for Broadcast**
  - With further implications for Digital Cinema and In-Flight Entertainment
- **TAXI Complete** - SMPTE's OBID & OBID-TLC standards
- **EMA Avails** (for Digital Retail)
  - With further implications for Broadcast
- EIDR's Industry Adoption - Recent Milestones

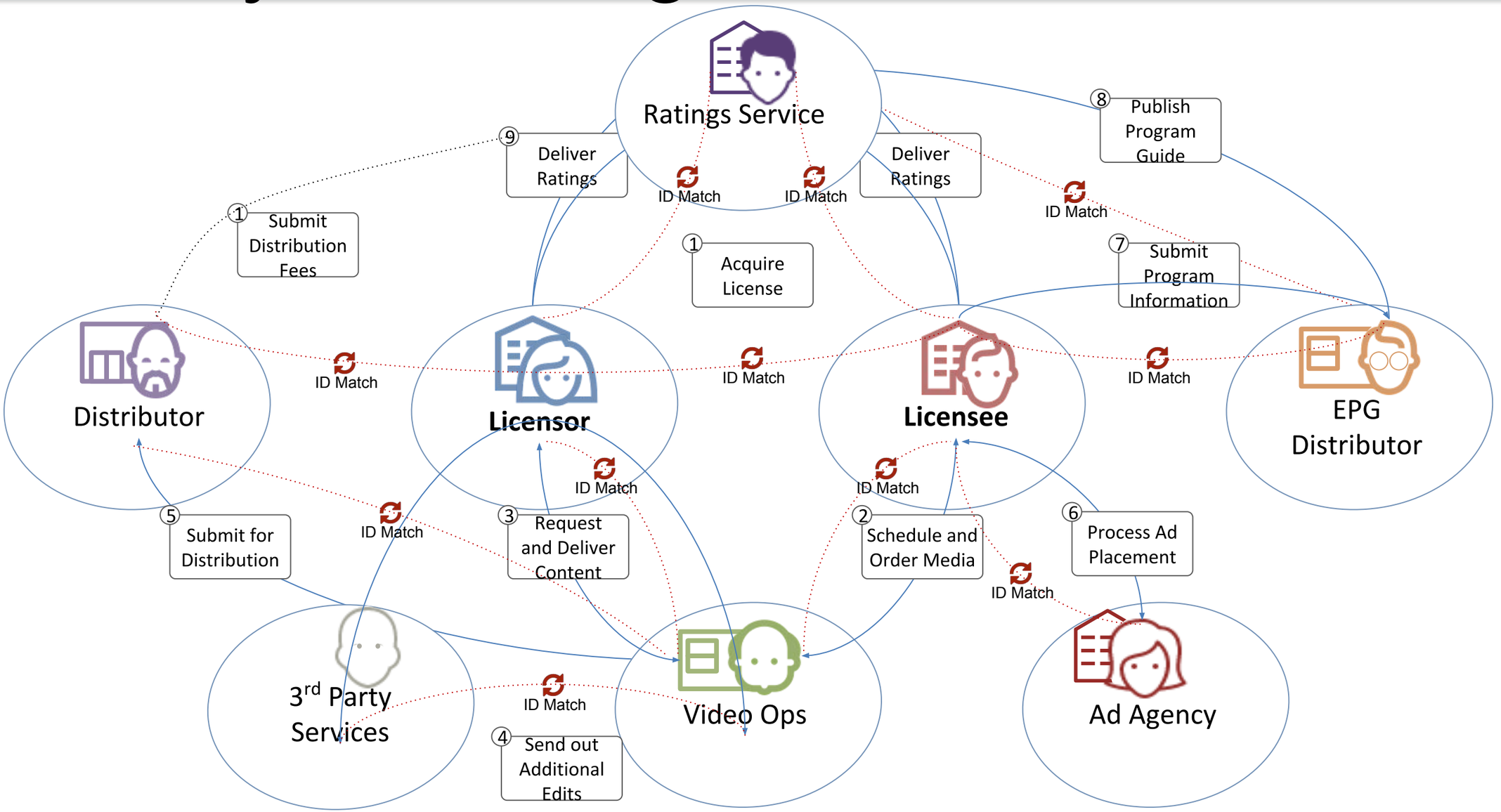
But first, a metaphor!

EIDR in the Standards Ecosystem



Open, persistent, and globally unique EIDR IDs are the glue - the connective tissue between all of these.

Today: The Negative Network Effect



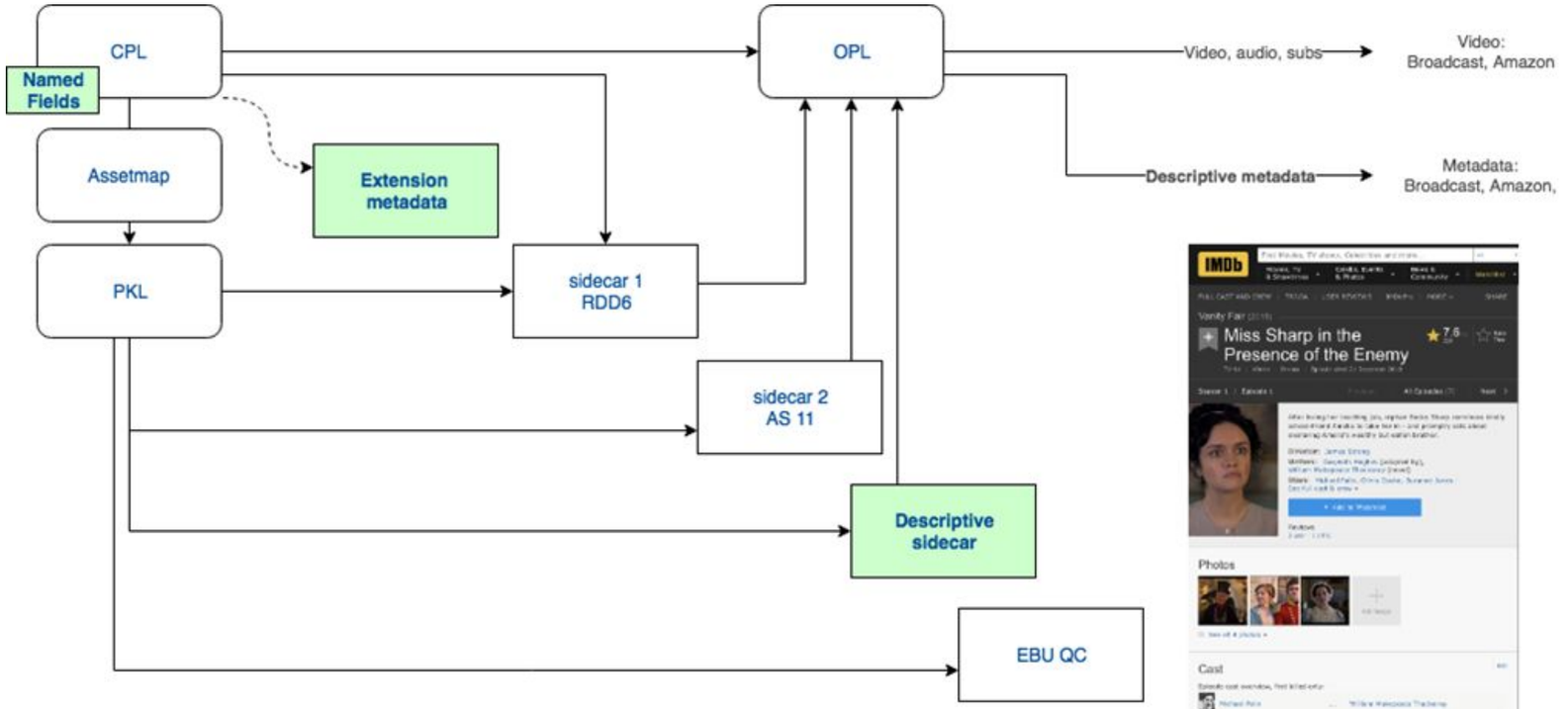
IMF for Broadcast

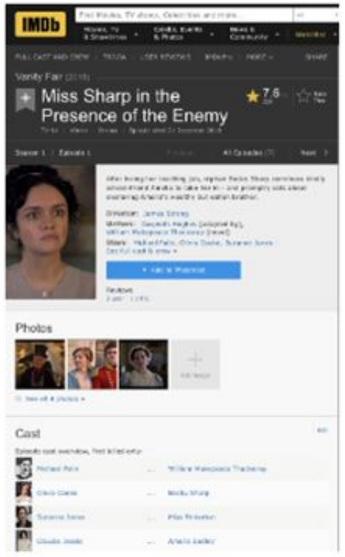
The future for Broadcast, Online, Digital Cinema, and In-Flight Entertainment

IMF for Broadcast

- Developed by the Digital Production Partnership (DPP) and North American Broadcasters Association (NABA)
- Extends Interoperable Master Format (IMF) to support broadcast workflows and ProRes
- Standardized as SMPTE TSP-2121 Application DPP

DPP - IMF for Broadcast & Online



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Video 350 Gb

Audio 8 Gb

Subtitles 0.01 Gb

Descriptive & Images 0.5 Gb

PARENT #1 **Series** | Vanity Fair | 10.5240/AD87-CB36-25F6-EFAF-45CD-Z
Referent Type: Series **Structural Type:** Abstraction **Publication Status:** valid **Release Date:** 2018

PARENT #2 **Season** | Vanity Fair: Season 1 | 10.5240/278F-1FF2-B112-8DC5-AC4C-Q
Referent Type: Season **Structural Type:** Abstraction **Publication Status:** valid **Release Date:** 2018

CURRENT **Episode** | Vanity Fair: Season 1: Episode 1 | 10.5240/A757-FB1D-46E3-44C6-1571-J
Referent Type: TV **Structural Type:** Abstraction **Publication Status:** valid **Release Date:** 2018

Extending DPP's IMF Efforts

- Equally applicable for broadcast and online supply chains
- Also (still) applicable to digital cinema workflows
- Currently being adapted for in-flight entertainment

TAXI Complete

SMPTE OBID/OBID-TLC

CIMM TAXI / SMPTE OBID

- CIMM (Coalition for Innovative Media Measurement)
  - TAXI: Trackable Asset Cross-Platform Identification
- SMPTE (Society of Motion Picture & Television Engineers)
  - OBID: Open Binding of IDs (ST 2112-10)
    - EIDR Content IDs for programs
    - Ad-IDs for commercials
  - OBID-TLC: OBID-Time Labels to Content (ST 2112-20)
    - EIDR Video Service IDs for delivery channels

Participating Organizations

KANTAR MEDIA

EIDR

Ad-ID

cimm coalition for innovative media measurement

SMPTE

CIMM Members

21ST CENTURY FOX

A+s

A+E NETWORKS

ANA

Carat

CBS CORPORATION

Discovery COMMUNICATIONS

iab.

iab. TECH LAB

Google

groupm

IPG MEDIABRANDS

NBC UNIVERSAL

Omnicom MediaGroup

PUBLICIS GROUPE

scrippsnetworks interactive

TimeWarner

UCI UNIVISION COMMUNICATIONS INC

viacom

VAB

The Walt Disney Company

Layering OBID Watermarks

- For the same piece of content...
  - Producers can add an EIDR Abstraction ID
  - Distributors can add their EIDR Edit ID
  - Broadcasters/Retailers can add their EIDR Manifestation ID plus EIDR Video Service ID
- All four EIDR IDs can be detected at playout
- Detection at device-level or acoustically
- Acoustic detection verified for ATSC 3.0

What is Possible with TAXI/OBID?

An open standard for ID-to-asset binding can enable a wide variety of capabilities:

Increased speed, transparency and accountability in video content and advertising measurement

Improved media workflow automation within and between M&E entities

Fewer barriers to deploying **cross-platform dynamic ad insertion**

Enablement of new **anti-piracy and copyright protection tools and methods for video and music**

Triggering **surveys, quizzes or coupons on mobile devices**

Standardize **tracking assets and audience measurement across media platforms**

Accelerated **digital content locker adoption and complete long-tail content monetization**

Improved **automated content recognition and detection**

Better **second-screen integration** and improved **multi-screen content discovery**

On-the-fly **media asset assembly**

Reduced **asset storage and transmission costs**

Simplified and **less-costly media reconciliation**

EMA Avails

Digital Retail Today,
Broadcast Tomorrow

EMA Avails, Working Today

- Standardized spreadsheet and XML metadata
- Drives automation of TVOD in the digital supply chain
  - Major digital retailer reports 93% of its movies arrive with EIDR IDs (100% from 5 of 6 US major studios)
  - Resulting in 42% reduction in manual tasks and 46% reduction in cycle time
- Essential to any multi-platform distribution strategy
- EIDR ID adoption increasing annually

EMA Avails, Expanding Tomorrow

- Ubiquitous IDs enable **Universal Search** across platforms and providers
- EIDR IDs in Avails allows EIDR IDs in reporting
  - (royalties/residuals use-cases now in development)
- Content acquisition optimization gains for digital retail can apply directly to Broadcast
  - Avails and ID standardization lead to improved efficiencies and reduced costs (including error remediation)

Who supports the EMA Avails Standard?

Content Providers

Retailers

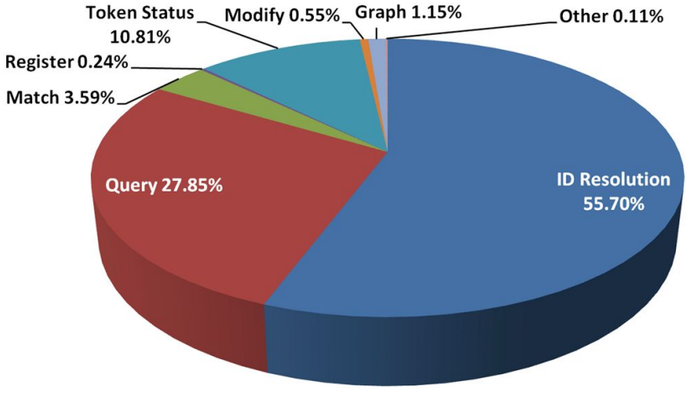
Source: DSCA

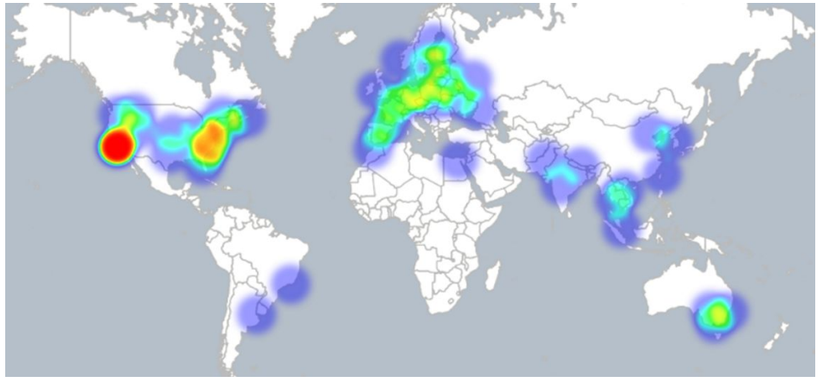
Measuring Industry Adoption

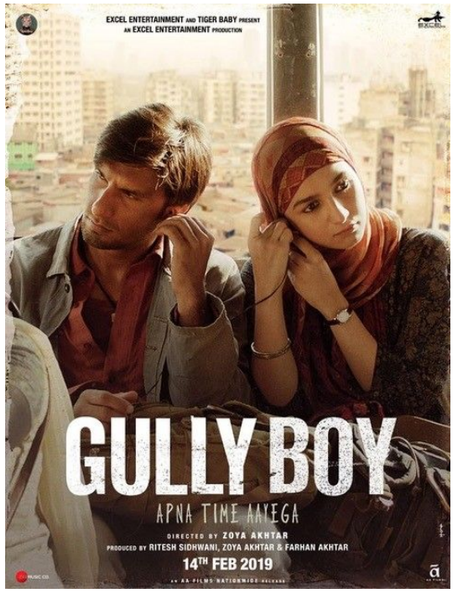
EIDR Milestones

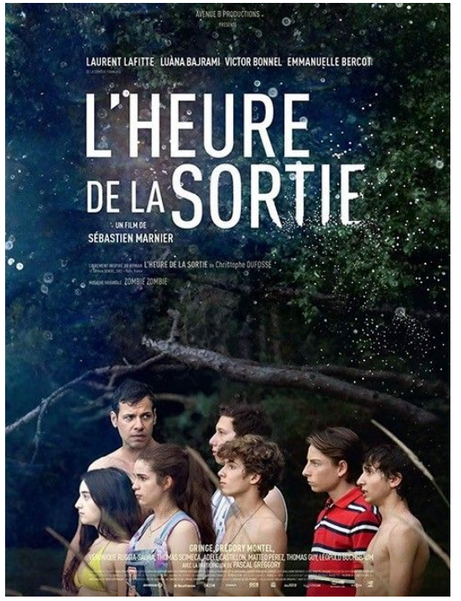
Measuring Industry Adoption

- 2 million Registry records (Dec. 2018)
- 4 million Alternate Identifiers (Jan. 2019)
- 215 million Registry API calls (2018)
  - 120 million EIDR ID resolutions
  - 60 million query pages returned
  - 8 million match/register calls

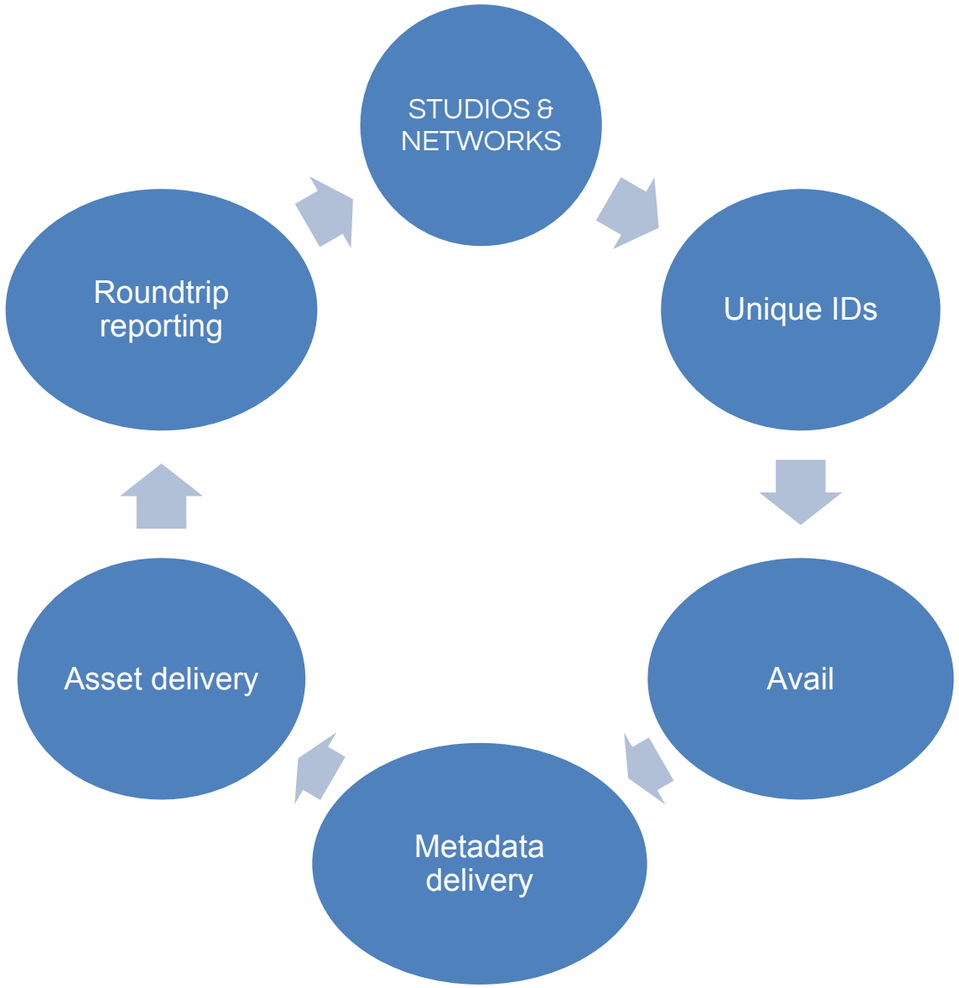








2019 – Next-Gen Supply Chain for Next-Gen Content



- Combined efforts of studios, retailers, service providers, standards bodies, industry advocacy groups
- Supported by DEG, EMA, EIDR, MovieLabs, SMPTE, DPP
- Covering global platforms and regional partners
- Long-term vision
- Near-term key results that deliver value this year

We all win when we keep the fire burning!

EIDR: Providing Structured, Linked, Curated Identification

Useful Today, Increasingly Valuable Tomorrow

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