

NEW PLATFORM + NEW USE CASES FOR ENTERTAINMENT ID REGISTRY (EIDR)

Kip Welch, EIDR Executive Director

July 2, 2020

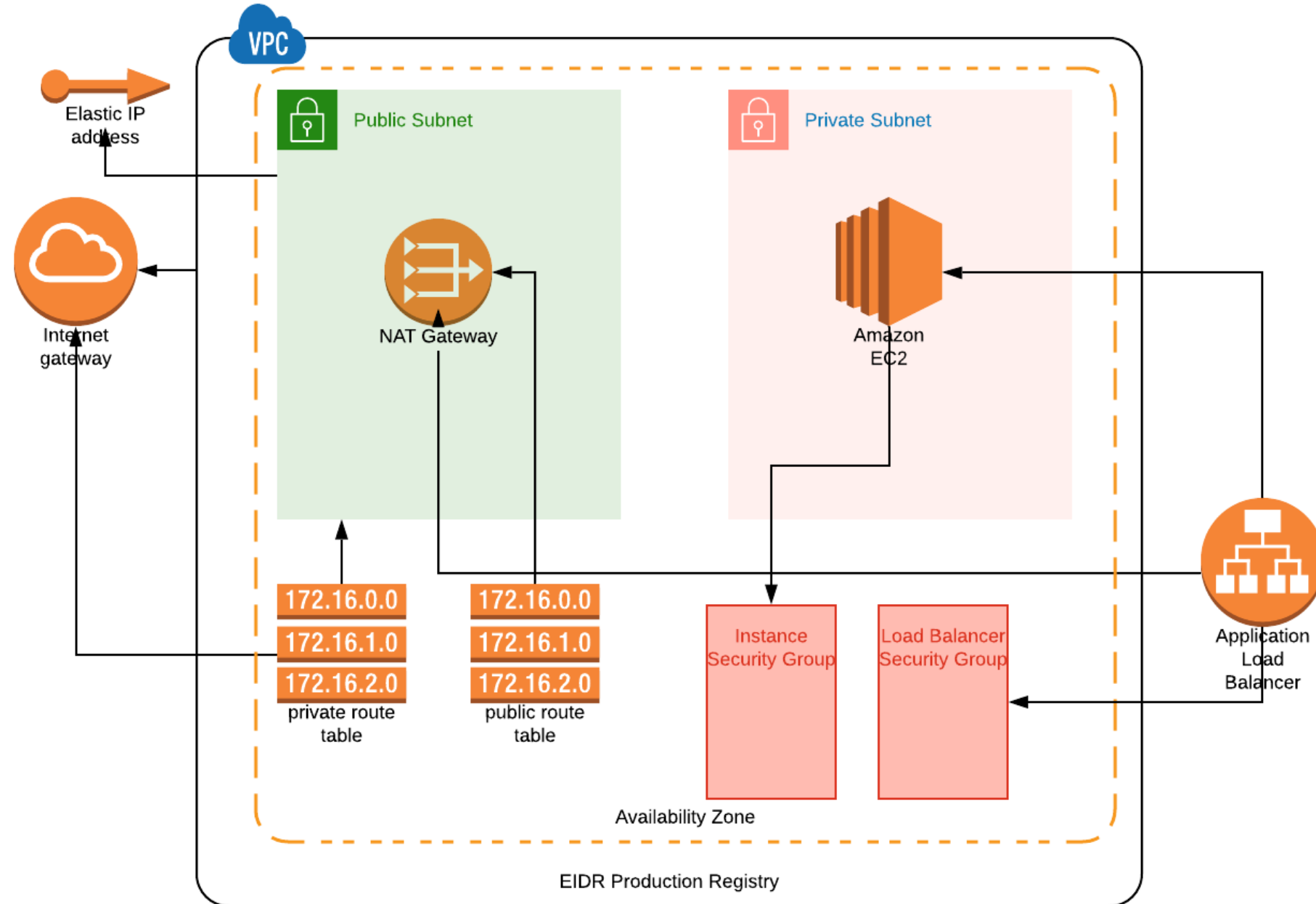
- EIDR is a globally-unique, curated identifier system for films & shows
- The EIDR Story
 - The registry went live in December 2010
 - Now over 2.2 million EIDR IDs and 4.5 million Alt IDs
 - Users from well over 100 different countries
 - Over 200 million EIDR API calls per year
- The next exciting episode.....!
 - New platform
 - New digital use cases



Growth in Records

Category	2020 (YTD)	2019	2018	2017	2016	2015	2014	2013
Total records	2,220,721	2,191,011	2,019,769	1,793,101	1,090,840	826,914	723,709	581,798
Abstractions:								
Movies	364,843	358,634	333,632	298,411	169,626	143,556	130,137	75,800
Shorts	193,185	193,074	179,523	168,871	18,292	14,999	7,919	3,039
One-Time-Only TV	59,919	59,652	58,137	61,867	41,170	36,290	32,323	29,709
Series	37,386	36,178	33,200	25,977	21,189	16,855	14,881	13,409
Seasons	50,718	50,098	46,656	42,150	30,549	24,374	20,804	18,082
Episodes	947,213	937,491	869,400	794,280	507,826	387,467	346,458	313,328
Edits	517,133	506,713	459,182	382,533	285,119	187,971	161,389	121,513
Manifestations	26,709	26,704	21,802	17,339	15,936	14,734	9,576	6,866

The New Cloud Architecture



EIDR New EIDR 2.5 De-Dupe Platform



- Reliability and resilience for registry & de-dupe
- 100% compatibility with installed base
 - Web UI
 - Command line tools
 - Member integrations using:
 - REST API
 - Java SDK
 - .NET SDK
 - Bulk match/register spreadsheets
- Performance improvement
 - Tested 40 clients submitting 90K match transactions
 - De-Dupe capacity estimate:
 - 6,500 match transactions every 5 minutes
 - 60 simultaneous client submissions
- Member & partner de-dupe coming soon



- The EIDR 2.5 continuous improvement program
 - EIDR 2.5 was released on April 25
 - First EIDR 2.5+ update was released on May 22
 - Improved automated response for numbered episodes
 - Refined scoring for records with mismatched actor lists
 - Streamlined Alternate ID update process
 - June will be “Edits Month”
 - Performance improvements for automated Edit record de-duplication
- Our ongoing mission:
 - To increase the accuracy of automated de-duplication
 - To reduce the need for manual review
 - To boldly identify what has not been identified before

- EIDR 2.6 and beyond - new features built on 2.5 platform
- EIDR 3.0 - new registry platform
- Expanded ISAN interoperability
- Key growth areas – digital platforms
 - NENT/Viaplay
 - Registers all content on the platform
 - Key content management and automation component
 - <https://eidr.org/nordic-entertainment-group-shares-eidr-success-story/>
 - Disney+
 - Implements the MovieLabs Digital Distribution Framework (MDDF) with EIDR IDs
 - Every asset on Disney+ has an EIDR ID (films, versions, trailers, etc.)
 - <https://medium.com/disney-streaming/bringing-new-aspects-of-the-simpsons-to-disney-d6067226556e>