Sustainable Growth

How Standards Lead to Sustainable Growth

Hollie Choi
Executive Director
EIDR
(Entertainment Identifier Registry)

"Your mind is a garden. Your thoughts are the seeds.
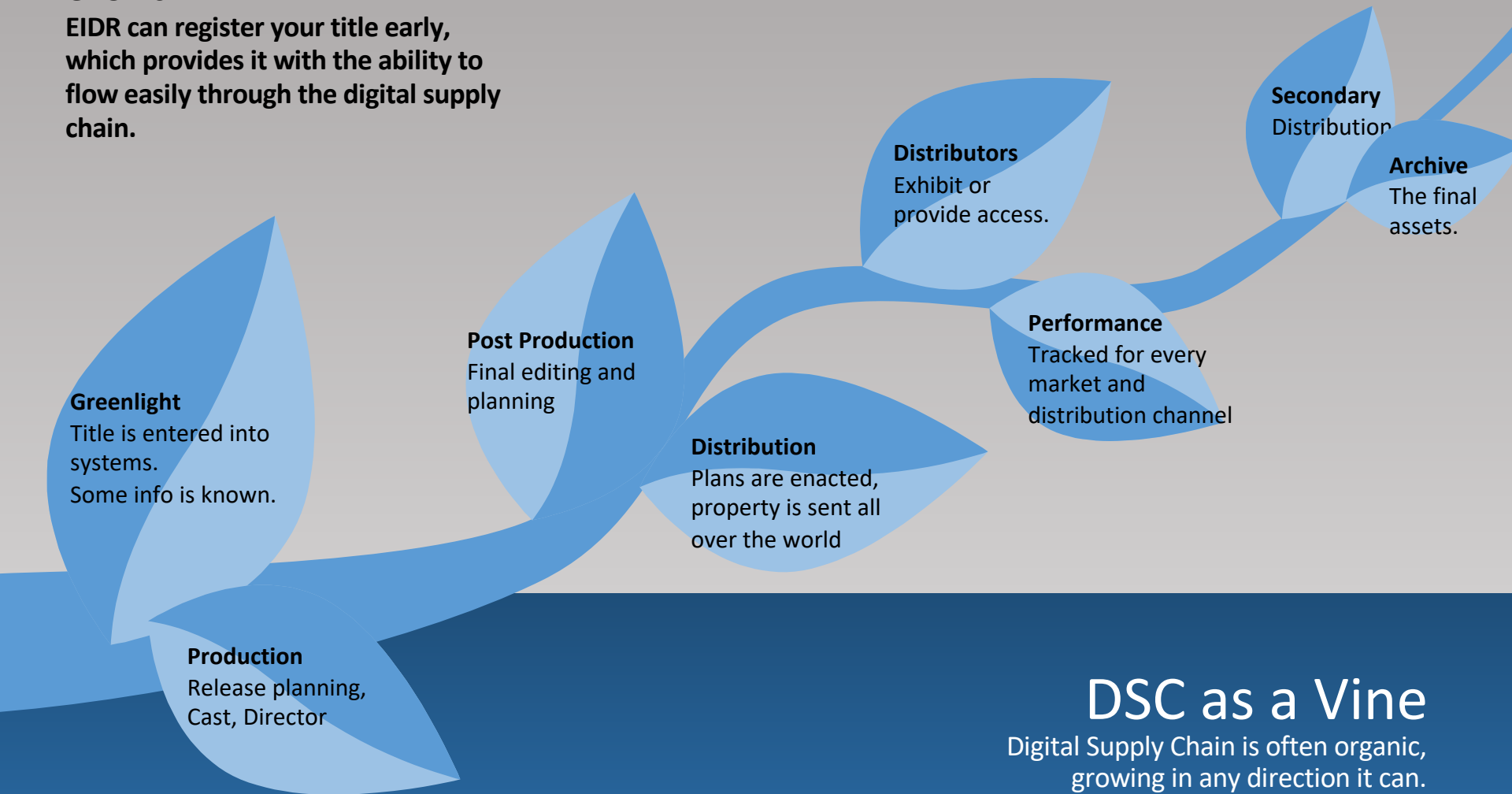The harvest can either be flowers or weeds.

- William Wordsworth

"Your business is a garden. Your data are the seeds.
The harvest can either be flowers or weeds.

- Hollie Choi (ripping off William Wordsworth)

A PROPERTY'S METADATA GROWS
EIDR can register your title early, which provides it with the ability to flow easily through the digital supply chain.
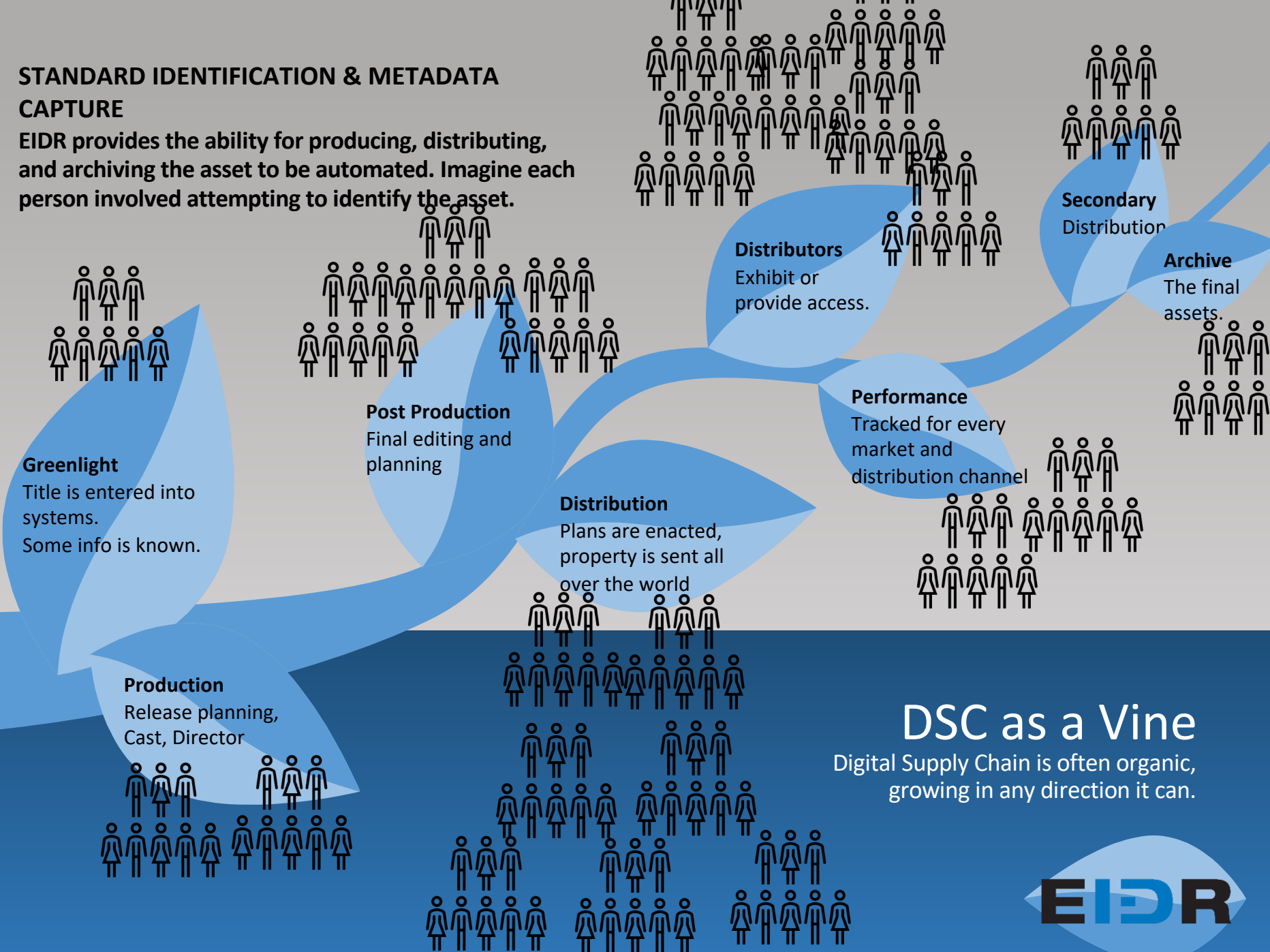
Greenlight
Title is entered into systems.
Some info is known.

Production
Release planning, Cast, Director

Post Production
Final editing and planning

Distribution
Plans are enacted, property is sent all over the world

Distributors
Exhibit or provide access.

Performance
Tracked for every market and distribution channel

Secondary
Distribution

Archive
The final assets.

DSC as a Vine
Digital Supply Chain is often organic, growing in any direction it can.
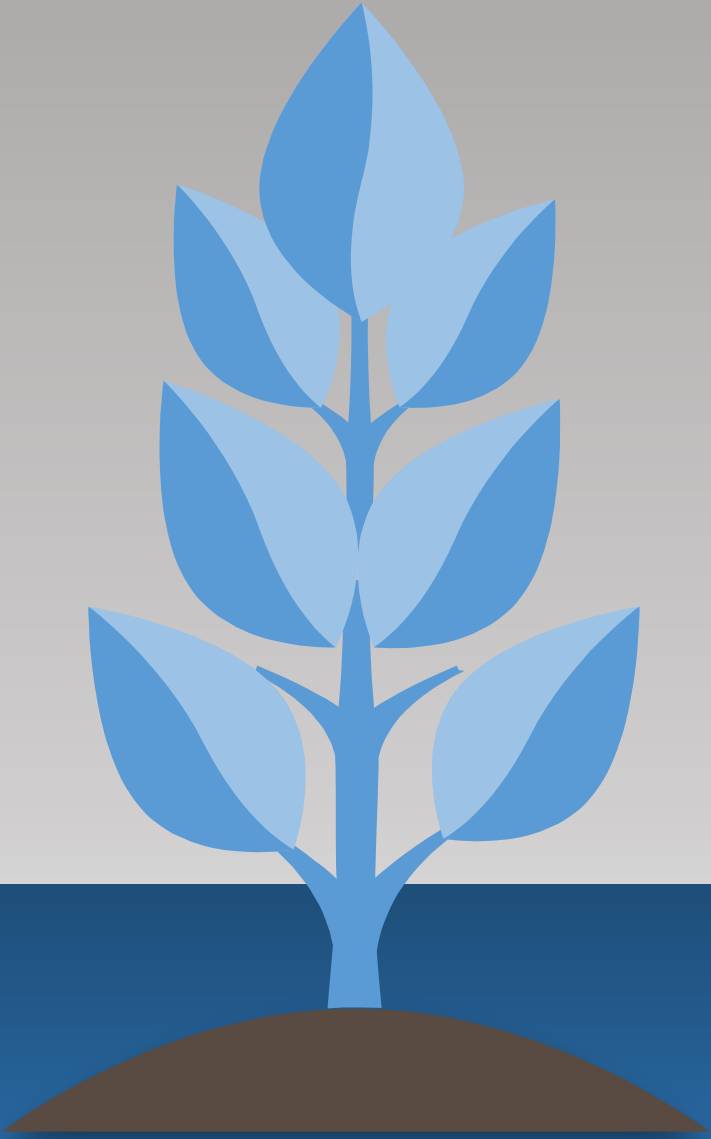
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STANDARD IDENTIFICATION & METADATA CAPTURE

EIDR provides the ability for producing, distributing, and archiving the asset to be automated. Imagine each person involved attempting to identify the asset.

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SCALABILITY
The only way to achieve sustainable growth is to enable scalability. Scalability becomes possible through automation.

AUTOMATION
Once a process is reliable, you can rebuild systems and automate them.

REPEATABLE PROCESSES
With governance comes clean data and with clean data, you can make processes repeatable, because manual intervention is eliminated.

GOVERNANCE
Establishes the beginning of growth.
It means someone owns this plant
and trims it and waters it.

STANDARDS
Standards like EIDR provide a solid foundation and root system so that everyone is using the same data standards for identification and sharing.

EIDR

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Thank You

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