EIDR

The Universal Media Identifier

Catalog Merge Working Group Findings

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The Catalog Challenge

When catalogs/libraries must be combined as the result of mergers and acquisitions or library purchases, the content owner finds themselves in the unenviable position of needing to merge the catalogs and clean up the associated data.

This is critical to enable the new content to flow through existing systems and platforms allowing the acquiring company meet its financial targets and achieve synergies.

Where does one begin?

Catalog Acquisition

Scenario 1
Your company acquires a catalog and you must integrate it into your existing catalog.

Analyze

List of Properties and Metadata
Existing EIDR Registration
Gaps
Duplicates

Target

Priority Titles
Gaps in Metadata
Version Governance Models

Cleanse

Incomplete Metadata
De-duplicate Titles and Versions
Update Registered Properties in EIDR
Register Unregistered Properties in EIDR

How can EIDR help?

Pre-processing review & advice
Bulk catalog submissions
Manual review support
Special processing for new series

Merger/Acquisition Deal Announced

Scenario 2
Two companies will merge after one is acquired by the other.

Press Release and Media Attention

And we wait…

Deal Closes "Day One"
(6-30 months after announcement)

INCEPTION TO CONSUMMATION

MAY | JUNE | JULY | AUG | SEPT | OCT | NOV

CONFIDENTIAL

Companies are merged
(6-72 months after deal closes)

Projects are put on hold. Spending is frozen.

Systems & processes move to support only.

Analyze & Prioritize

Execute short term solutions

Make long term plans

Refine long term plans

Implement long term plans

The Deal is Announced

Legally Limited Activities

Speculate or speak publicly according to direction from your legal / corp communications

Discuss any non-public information with colleagues and friends

Initiate projects or deals with the other company as a unified entity

Discuss internal processes, systems, or other company data with your counterparts

Compare IP catalogs

Swap data outside the designated "clean room"

Probably other things too. We aren't lawyers. Check with your lawyer(s.)

The Deal is Announced

What you CAN do (independently from the other company)

Register with EIDR

Active and pre-release titles
"Evergreen" properties
Properties with existing and near term rights
Development, derivative, and sequel/remake candidates

Cleanse

Metadata
De-duplicate
Update Registered Properties in EIDR

Document

Data Governance Model
Metadata Collection Process
Taxonomy
IP Systems and their Integrations

What is all this… stuff?

Identify the priority properties and locate available metadata.

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Non-EIDR

Technical Info

EIDR

EIDR Metadata

Title, Referent Type, Mode, Registrant Company, Associated Orgs., Director, Cast, Country of Origin, Original Language, Versions, Runtime/Length, Release Date, Alternate IDs, Alternate Titles, Aspect Ratio, Codec, Frame Rate, Related Title(s)

Non-EIDR and Technical Metadata

Genre, Synopses, Characters, Ratings, Awards, Social Media, Box Office, Alternate Languages (dubs/subs), Foreign Titles, Underlying IP, Shot/Sequence, Filming Locations, Color Space, and more….

EIDR & Catalogs

Primary methods for catalog submission:

1. Flat File (Excel template)
2. Bulk XML
3. API/SDK integration

Catalog registration process:

1. Prep
   a. Metadata review/cleanup
2. Match
   a. Auto-Match = Done
   b. Gap Record (No Match) = Register
   c. Match Candidates = Manual Review
3. Register
   a. Register all Gap Records
   b. Submit Manual Reviews in batches*
      i. Gated to EIDR Ops availability
      ii. With member assistance for reviews

Application:

1. Back catalogs (per internal priorities)
2. New catalog acquisitions
3. Pre-match prior to system integrations
4. Pre-match prior to corporate merger/acquisition
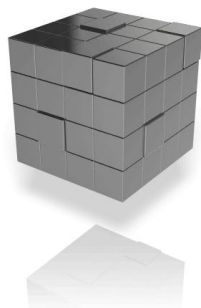5. Post-match following corporate merger/acquisition

* EIDR has processed match batches of up to 500K records

The Deal is Done - "Day One"

Confirm the Catalogs

- Compare title lists and prioritize
- Use EIDR to import titles and core metadata
- Use EIDR in deduplication
- Update EIDR as needed

Leverage the Content

- Quickly launch content on owned platforms
- Easily bundle and license content
- Leverage EIDR to confirm net-new titles
- Focus on preparing high priority titles
- Speed up the clearance and approval processes
- Establish data exchange mechanism and temporary storage
- Feed metadata into recommendation engines

Things to Consider

Media Buzz - Public Expectations

- Combined Catalogs create excitement in the public
- Public facing metadata continuity is key to a successful launch

Technology Decisions are a Moving Target

- Core systems and infrastructure
- IP/Title management is the centerpiece of the digital supply chain
- Interim often becomes permanent (be careful of the stop gap)

Employee Stress

- Massive Change
- Fear
- Possible Trauma
- Rumor Mill
- Culture Shock
- Compromises

Don't Forget About

- Pre-release titles
- Split IP or title rights
- Pre-existing intercompany or acquired deals
- Active rights & expiring soon

Benefits of EIDR Registration

Standardization

Common Taxonomy
- Known structure
- Existing Governance
- Identify Related Titles

Catalog Confidence

Internal benefits
- Financial
- Sales
- Distribution Efficiencies

Speed to Market

- EIDR Registration is an Accelerator
- Better prepared for Day 1
- Quickly import catalogs

Realized Synergies

- Expand newly acquired brands
- Create crossover products
- Process efficiencies
- Ability to identify similar titles
- Enable recommendation engines

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Thank You

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