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

Press Release and Media Attention

Projects are put on hold. Spending is frozen.

Systems & processes move to support only.

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

And we wait…

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

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.)
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.

**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...
**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
Thank You

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