



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

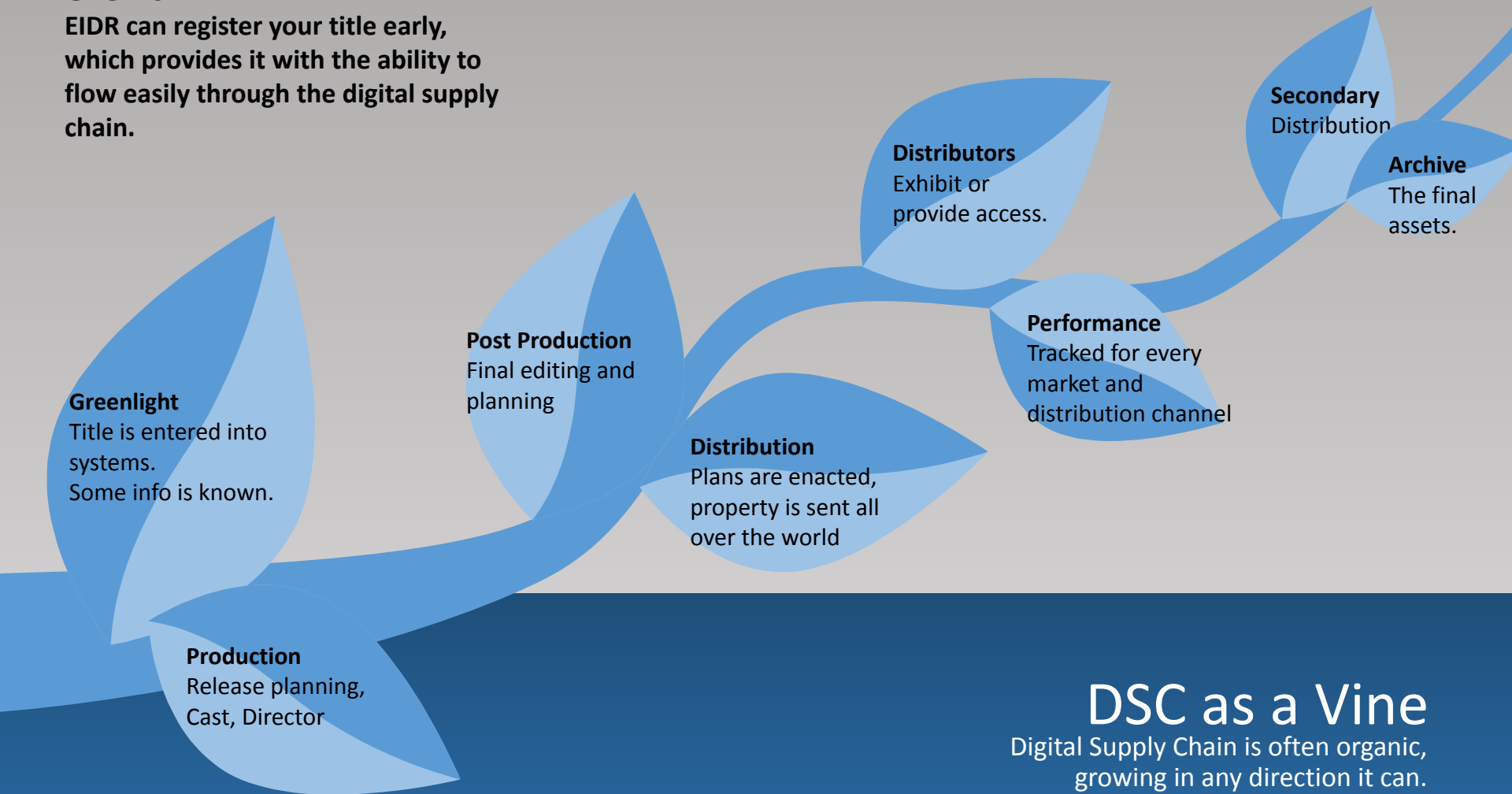


“Your business is a garden. Your data are the seeds.
The harvest can either be flowers or weeds.

- 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.



DSC as a Vine
Digital Supply Chain is often organic,
growing in any direction it can.

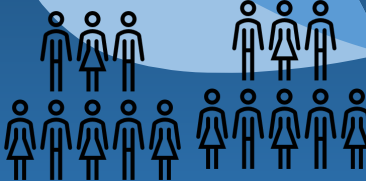


STANDARD IDENTIFICATION & METADATA CAPTURE

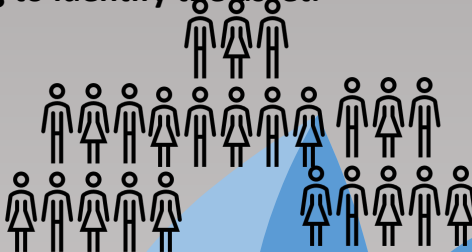
EIDR provides the ability for producing, distributing, and archiving the asset to be automated. Imagine each person involved attempting to identify the asset.




Greenlight
Title is entered into systems.
Some info is known.



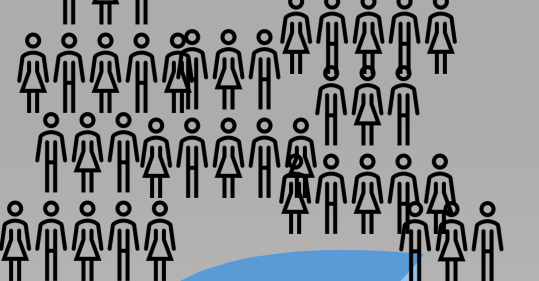
Production
Release planning,
Cast, Director



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**

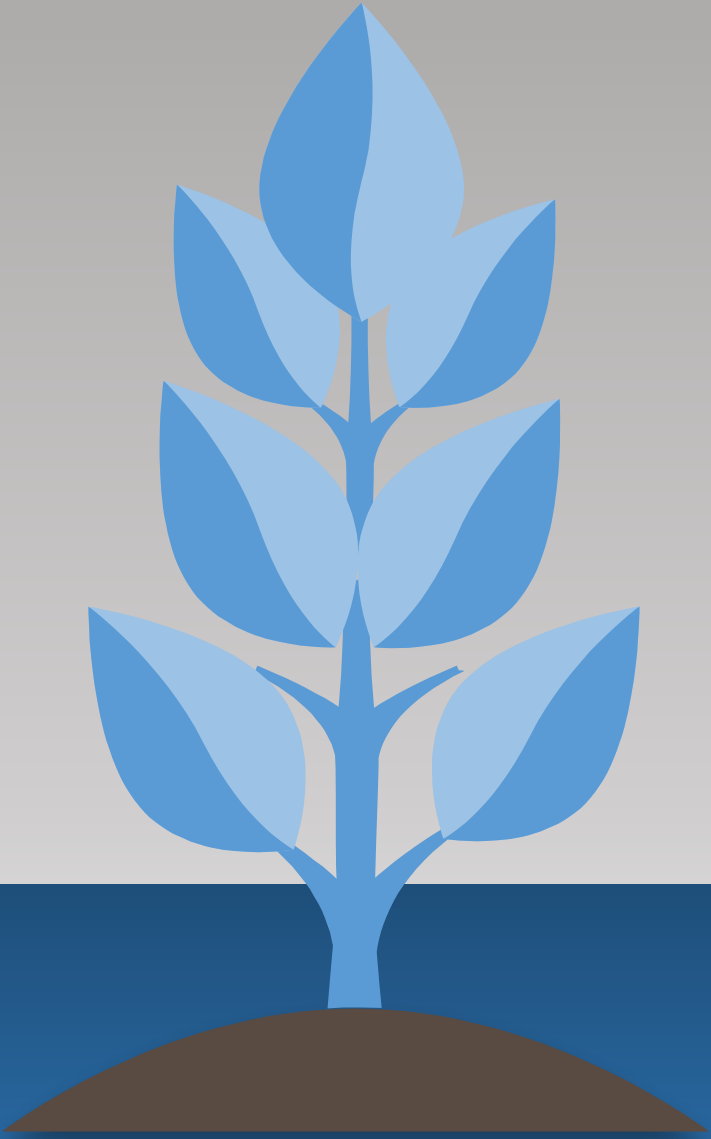


Archive
The final
assets.

DSC as a Vine
Digital Supply Chain is often organic,
growing in any direction it can.



EIDR



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.

How Standards Lead to Sustainable Growth

Thank You



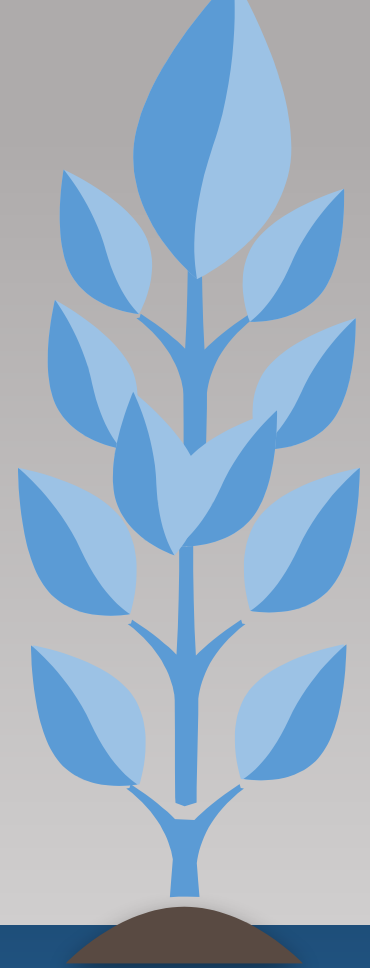
Hollie Choi
Executive Director, EIDR
hchoi@eidr.org



Growing Timeline

Unique Organic Diagrams
and Info Graphics

YOUR
LOGO HERE



YEAR 1

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YEAR 2

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YEAR 3

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YEAR 4

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YEAR 5

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The Story of The River





The River

Imagine a river. One that feels the way your job feels to you most days.

Is this your job?



You Are
Here



The River

Let's think of a river that feels like your job.

Is this your job?

Yes, that's more like it.



The River

Park your kayak and take a break. Take out some binoculars and you see...



The River
Then you see more people
in the river drowning!

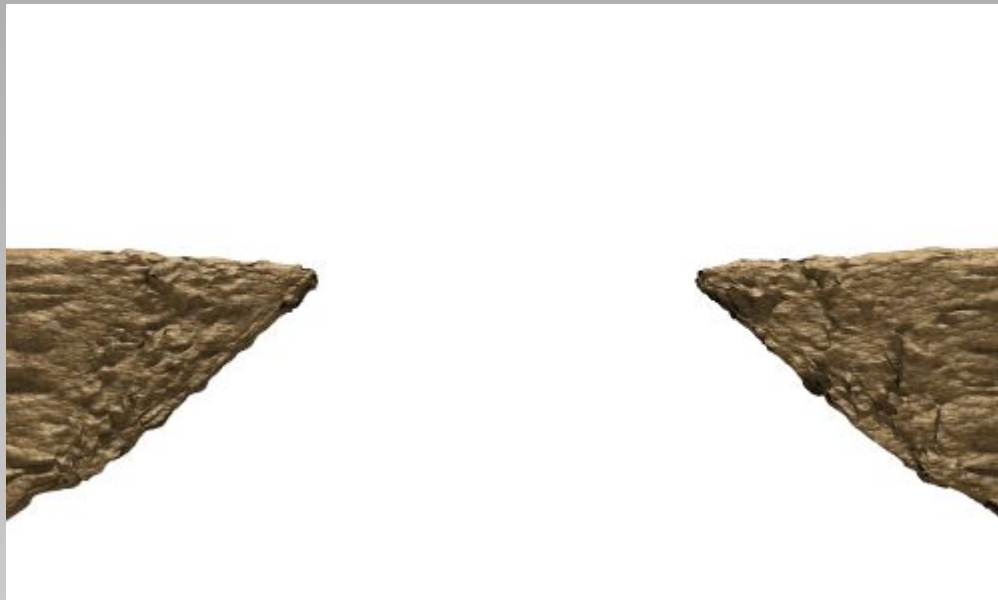


The River
So, you start rescuing people...

WE'RE GONNA NEED A BIGGER BOAT



The River
But, it's too much!



The River
Why is this happening?



The River

How do these people keep getting into the water?

There should be a sign or a fence! Maybe both!



REPEATABLE PROCESSES

With governance comes clean data and with clean data, you can make processes repeatable.

GOVERNANCE

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

STANDARDS

Standards like EIDR provide ground level support. We all plan in the same ground.



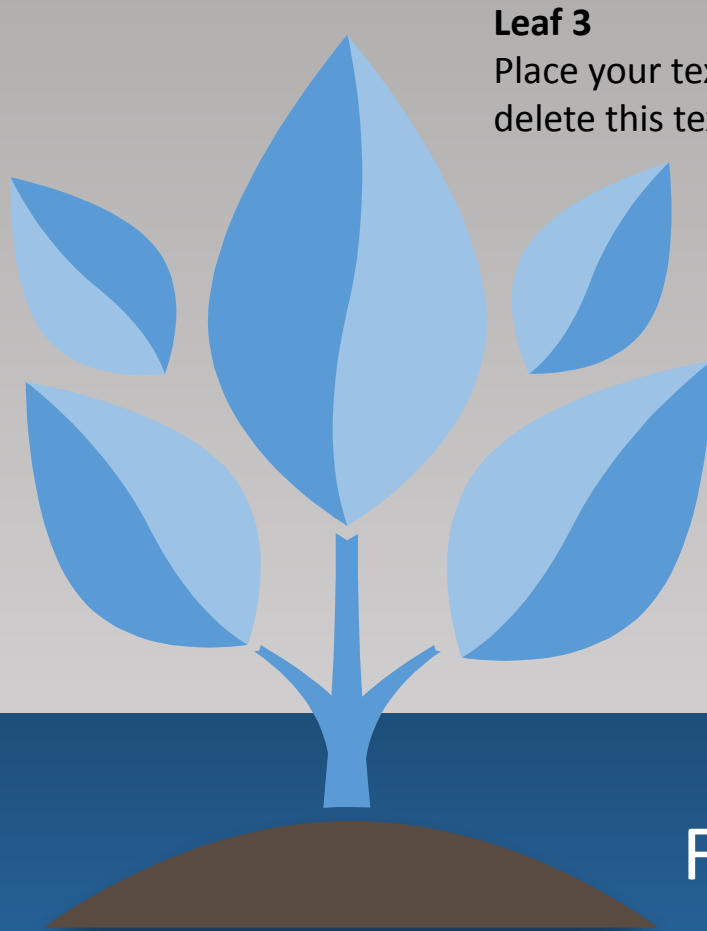
Introducing
Standards & Governance



Plant Tool Kit

Unique Organic Diagrams
and Info Graphics

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Leaf 3

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Leaf 5

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Leaf 2

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Leaf 4

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Leaf 1

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Five Leaf Layout

Unique Organic Diagrams
and Info Graphics



TOP LEVEL

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UPPER MID LEVEL

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MID LEVEL

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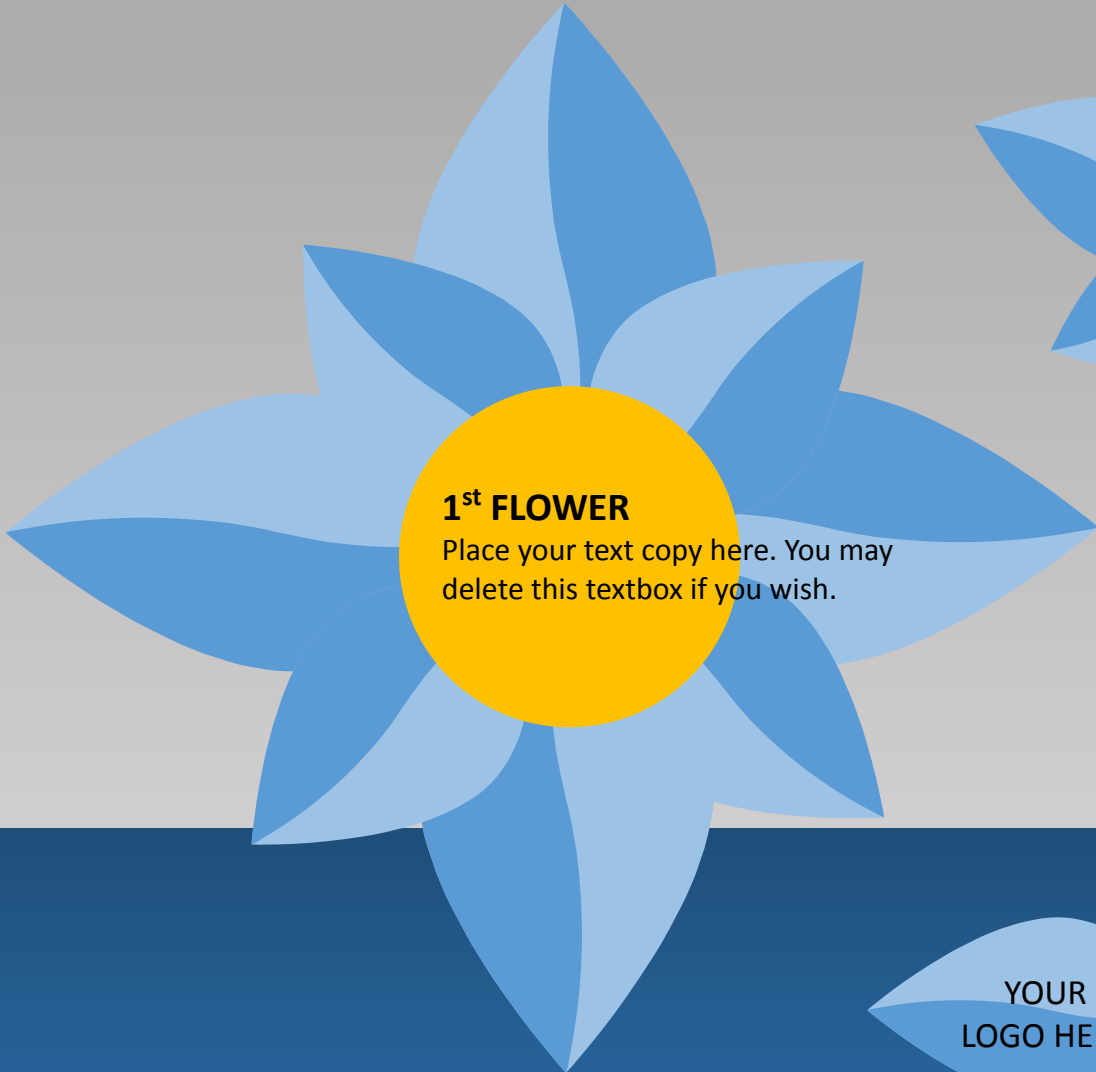
GROUND LEVEL

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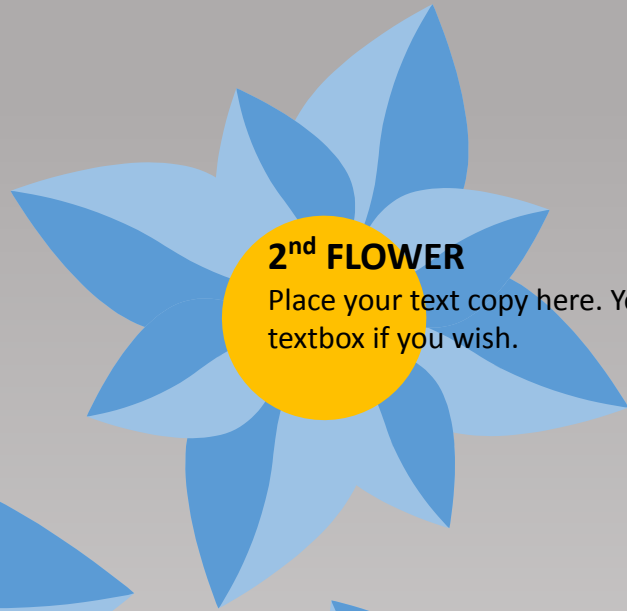
Four Level Growth

Unique Organic Diagrams
and Info Graphics



1st FLOWER

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2nd FLOWER

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3rd FLOWER

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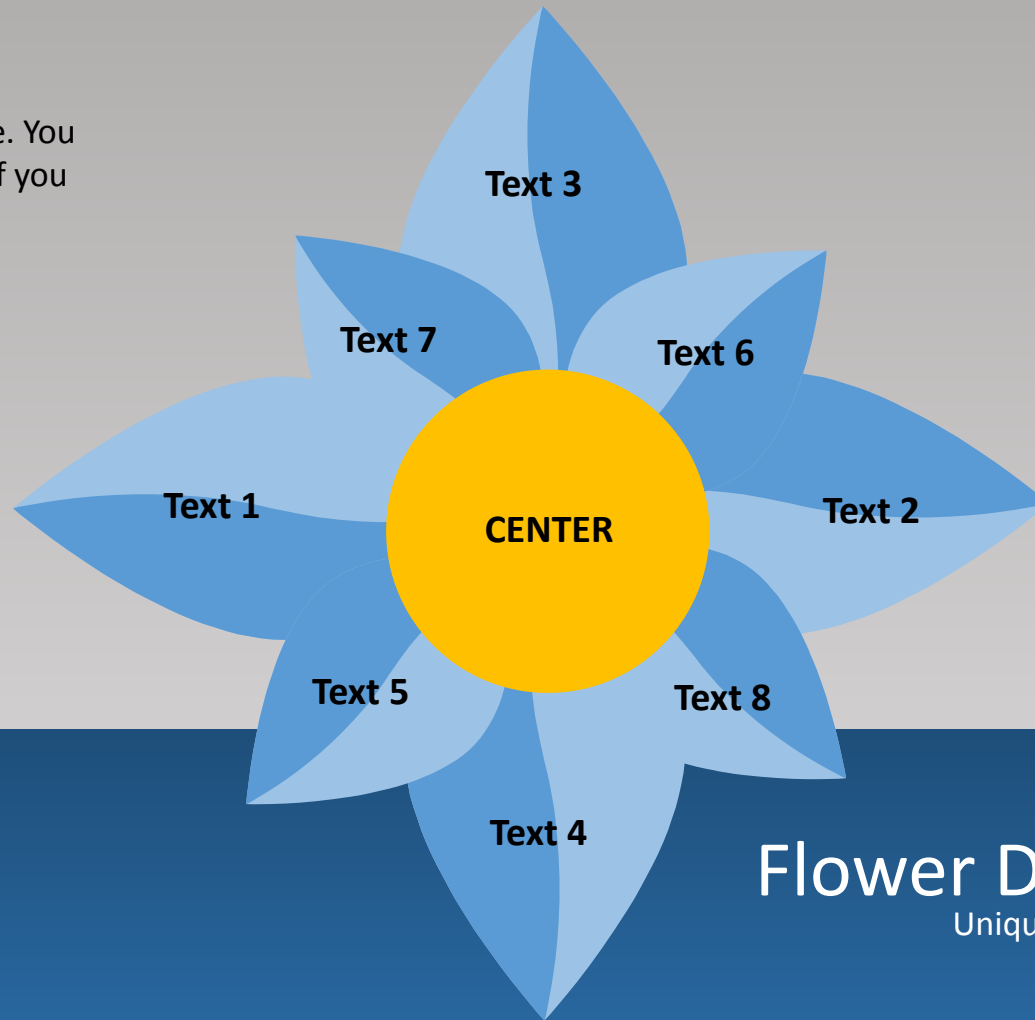


Flower Diagram 1

Unique Organic Diagrams
and Info Graphics

ADDITIONAL TEXT

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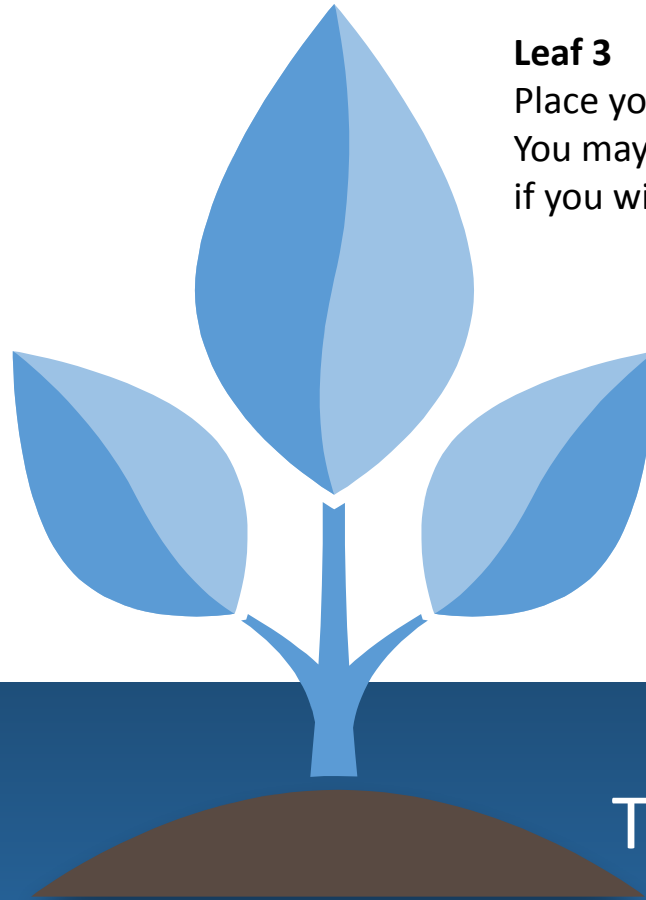


Flower Diagram 2

Unique Organic Diagrams
and Info Graphics

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Three Leaf Layout

Unique Organic Diagrams
and Info Graphics

Leaf 4

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Five Leaf Layout

Unique Organic Diagrams
and Info Graphics

TOP LEVEL

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MID LEVEL

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GROUND LEVEL

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Three Level Growth

Unique Organic Diagrams
and Info Graphics



TOP LEVEL

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UPPER MID LEVEL

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MID LEVEL

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GROUND LEVEL

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Four Level Growth

Unique Organic Diagrams
and Info Graphics



TOP LEAF

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UPPER MID LEVEL

Place your text copy here. You may delete this textbox if you wish.

LOWER MID LEVEL

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BOTTOM LEAVES

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GROUND LEVEL

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Five Level Growth
Unique Organic Diagrams
and Info Graphics

Growing Timeline

Unique Organic Diagrams
and Info Graphics



YOUR
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YEAR 1

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YEAR 2

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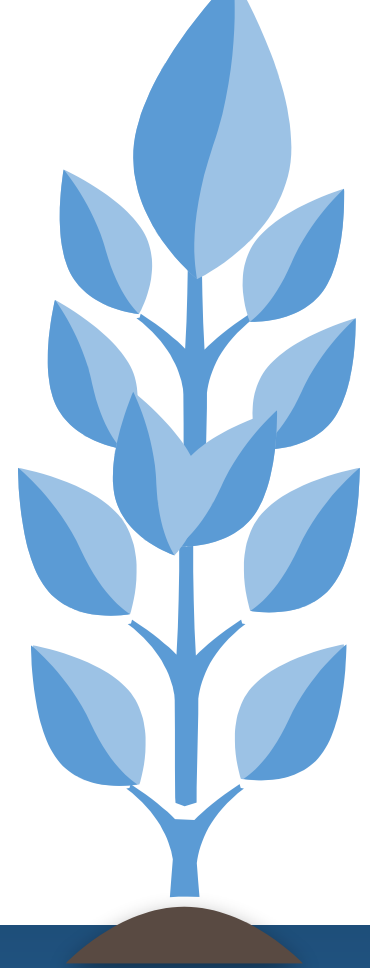
YEAR 3

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YEAR 4

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YEAR 5

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ADDITIONAL TEXT

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Year 1
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Year 2
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Year 3
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Year 4
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Year 5
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Year 6
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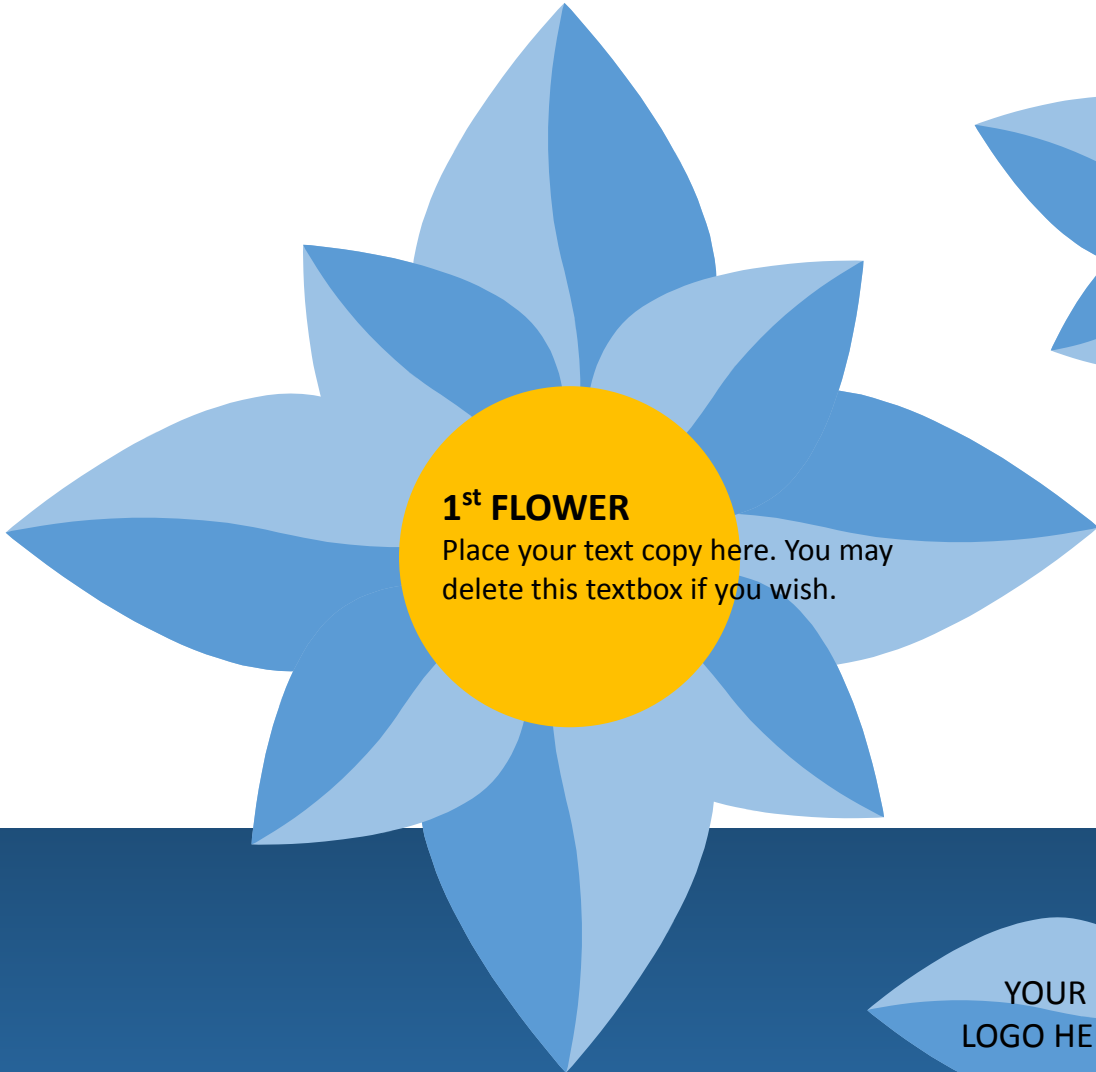
Year 7
Your text.

Year 8
Your text.

YOUR
LOGO HERE

Vine Time Line

Unique Organic Diagrams
and Info Graphics



1st FLOWER

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2nd FLOWER

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3rd FLOWER

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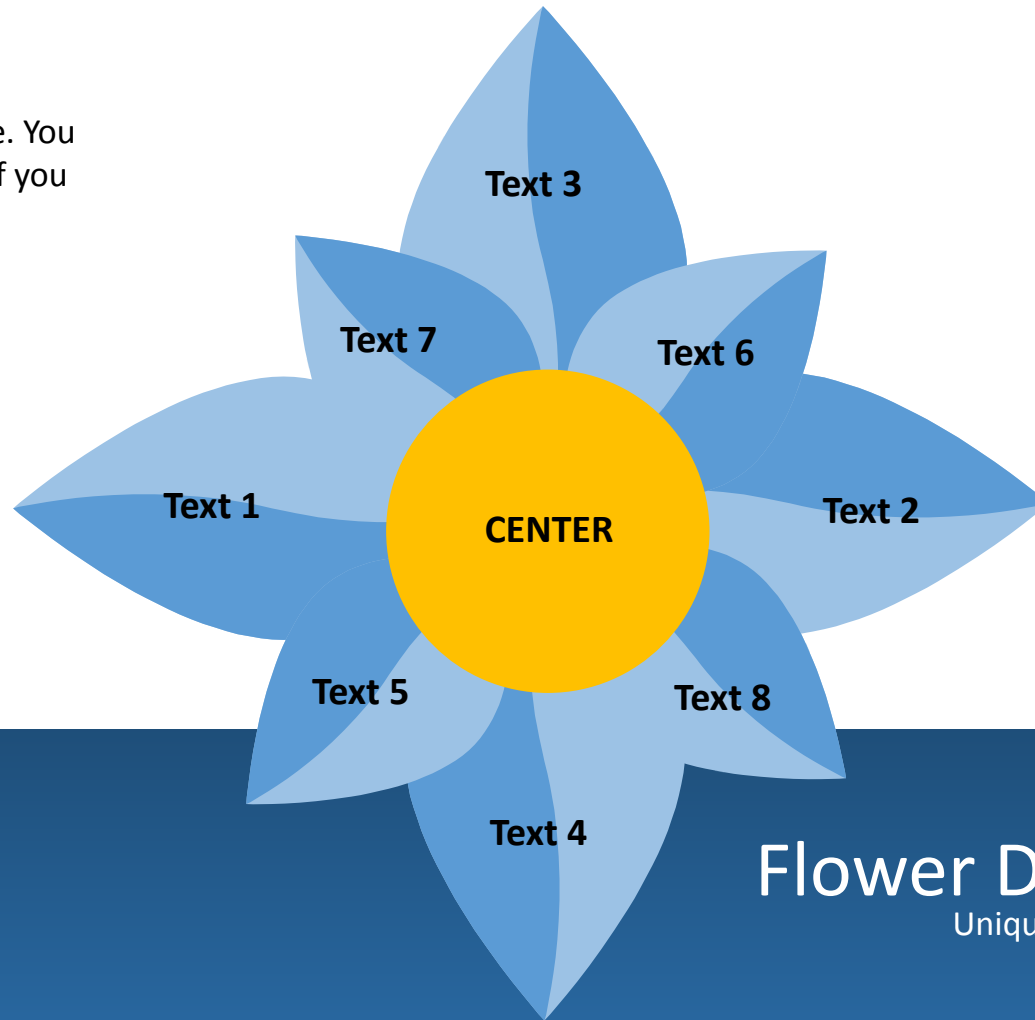


Flower Diagram 1

Unique Organic Diagrams
and Info Graphics

ADDITIONAL TEXT

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Flower Diagram 2

Unique Organic Diagrams
and Info Graphics