Overview

May 2018
## What is EIDR – one page summary

### What EIDR is
- Global registry for unique identification of movie and TV content
- Designed for automated machine-to-machine communication
- Flexible data hierarchy down to the product & SKU level, incl. edits, clips, composites, encodings, and relationships

### What EIDR is Not
- Profit-making
- Rich commercial metadata
- Ownership or rights information
- US-only

### EIDR Purpose
- Make digital distribution competitive
- Help reduce costs
- Improve collaboration and automation across multiple application domains & platforms
- Enable new businesses and create new efficiencies

### EIDR Technology Summary
- Interoperable, standards-based infrastructure
- Built on ISO Digital Object Identifier (DOI) standard
- Application integration through public APIs and schemas, freely available SDK for members
- Efficient infrastructure for new and existing applications
# Who is EIDR?

## Industry Promoters
- 20th Century Fox
- A&E Television Networks
- Comcast
- The Walt Disney Company
- Disney | ABC Television Group*
- DreamWorks*
- ESPN*
- Google
- HBO*
- iTV
- Microsoft
- MovieLabs
- NBCUniversal*
- Netflix
- Paramount Pictures*
- Sony Pictures Entertainment
- Swisscom
- TiVo
- Turner Broadcasting System*
- Viacom
- Warner Bros

## Industry Contributors
- Amazon
- Ampere Analysis
- Arts Alliance Media
- bitMAX
- British Film Institute
- Bindinc.
- BUFVC
- Canal+ *
- CINFO
- Common Sense Media
- Crown Media
- CSG Media, LLC
- DECE
- Deluxe Digital Distribution
- Eastlink
- ebs
- Ericsson
- Exactuals
- FilmTrack
- Global Eagle Entertainment
- GrayMeta
- IBM Cloud Video
- International Copyright Enterprise
- INDEMAND
- Internet Video Archive
- Japan Cable Laboratories
- IndieCollect
- Library of Congress
- Magnet

## Industry Contributors Cont.
- Mediamorph
- media-press.tv
- Miramax
- Motion Picture Solutions
- MPAA
- My Eye Media
- NTT Labs
- Orchestra Networks
- PBS
- PBS Interconnect
- Premiere Digital
- Prime Focus Technologies
- Qube Cinema
- Red Bee Media*
- Rentrak
- Rightsline
- Riversand
- RSG Media Systems
- Scripps Networks Interactive
- Showtime Networks
- Soundmouse
- S&P Global
- Starz
- Stellar_Entertainment
- StudioCanal*
- Technische Informationsbibliothek
- TECXIPIO
- The Title Registrar
- TV France International

## Industry Contributors Cont.
- Univision
- V2Solutions
- Verance Corporation
- Veronica_Ultgeverij_B.V.
- Viaccess-Orca
- Yaplay
- Vivendi
- Vobile
- Vubiquity
- Vudu
- Webedia
- West10 Entertainment

## Industry Partners
- Ad-ID
- CIMM
- CNRI
- DEG
- DOI
- DPP
- EMA
- FIAF
- FIAF
- RightsTrade
- SMPTE
- WaveSeven
Rapid growth in 2015 - 2018, and beyond
# Database overview: record types

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td><strong>Total records</strong></td>
<td>1,868,566</td>
<td>1,793,101</td>
<td>1,090,840</td>
<td>826,914</td>
<td>723,709</td>
<td>581,798</td>
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<tr>
<td><strong>Original/title-level content:</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Movies</td>
<td>323,182</td>
<td>298,411</td>
<td>169,626</td>
<td>143,556</td>
<td>130,137</td>
<td>75,800</td>
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<tr>
<td>Shorts</td>
<td>176,696</td>
<td>168,871</td>
<td>18,292</td>
<td>14,999</td>
<td>7,919</td>
<td>3,039</td>
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<tr>
<td>One-Time-Only TV</td>
<td>59,850</td>
<td>61,867</td>
<td>41,170</td>
<td>36,290</td>
<td>32,323</td>
<td>29,709</td>
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<tr>
<td>Series</td>
<td>30,919</td>
<td>25,977</td>
<td>21,189</td>
<td>16,855</td>
<td>14,881</td>
<td>13,409</td>
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<tr>
<td>Seasons</td>
<td>43,320</td>
<td>42,150</td>
<td>30,549</td>
<td>24,374</td>
<td>20,804</td>
<td>18,082</td>
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<tr>
<td>Episodes</td>
<td>813,594</td>
<td>794,280</td>
<td>507,826</td>
<td>387,467</td>
<td>346,458</td>
<td>313,328</td>
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<tr>
<td>Edits</td>
<td>401,232</td>
<td>382,533</td>
<td>285,119</td>
<td>187,971</td>
<td>161,389</td>
<td>121,513</td>
</tr>
<tr>
<td>Manifestations</td>
<td>18,058</td>
<td>17,339</td>
<td>15,936</td>
<td>14,734</td>
<td>9,576</td>
<td>6,866</td>
</tr>
</tbody>
</table>

Edits & manifestations are created in commercially deployed distribution workflows.
The Need for a Global Unique Identifier Registry
Millions of film and TV products created each year

Digital technology + new formats + new devices have caused the number of unique assets to explode
What EIDR helps the industry do

- More profitable online distribution
- Automated VOD delivery, ingestion & dynamic ad insertion
- Direct audience measurement across platforms
- Accurate metadata matching & acquisition
- Faster data roll-up across platforms, workflows, and channels
- Efficient catalog matching & ingest
- Standardized content discovery across operators, vendors, platforms & geographies
- Automated rights reporting & recovery
### Developing applications across media windows

<table>
<thead>
<tr>
<th>Theatrical</th>
<th>EST/Online</th>
<th>TV Broadcast</th>
<th>Video On-Demand</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Ratings</td>
<td>• All online retail</td>
<td>• Direct audience measurement</td>
<td>• MVPD VOD ingestion &amp; delivery</td>
</tr>
<tr>
<td>• Archives</td>
<td>• Avails</td>
<td>• Cross-platform tracking</td>
<td>• VOD ad insertion</td>
</tr>
<tr>
<td>• Digital cinema packages</td>
<td>• Metadata</td>
<td>• Int’l TV distribution</td>
<td>• CableLabs specs</td>
</tr>
<tr>
<td>• Box office sales tracking</td>
<td>• Mezz file delivery</td>
<td>• Music cue sheets</td>
<td>• Guide data</td>
</tr>
<tr>
<td></td>
<td>• Standardized content discovery</td>
<td>• Rights collections</td>
<td>• Search &amp; recommendations</td>
</tr>
<tr>
<td></td>
<td>• Reviews</td>
<td>• BXF, ATSC, EBU, EN metadata mappings</td>
<td>• Parental ratings</td>
</tr>
<tr>
<td></td>
<td>• Home video sales reporting</td>
<td></td>
<td>• VOD sales tracking</td>
</tr>
</tbody>
</table>
Real-World Benefits
Saves money

- Match once, then never again
  - Integrate with new vendors & partners faster and cheaper
  - Purchase metadata from any source with one ID
- Reuse one ID across all work flows
  - No need to reinvent the wheel for every work flow & channel
- Streamline consolidation of supply chain and performance data
  - Improve reporting/invoicing capabilities
  - Reduce fuzzy text matching of orders, deliveries, invoices, & reports
  - Speed internal roll-ups & reports
  - Text string processing is expensive
- Reduce customer queries on deliveries, versions, assets
- Reduce manual QC efforts on deliveries
Case study - Warner Bros & Xbox Live

Integration Points
- WB’s MSB metadata management system to the EIDR directory.
  Requests and applies new EIDR #’s to WB titles.
- WB’s MSB system to the Avails system (RRTS) to provide the EIDR # on avails titles
  - Facilitating Microsoft reporting back to WB with EIDR detail

Benefits Identified
- Reduction in QC efforts
- Reduction in customer queries
- Improved reporting / invoicing capabilities

1. Request new title
   Data Servicing
2. Issue title list with EIDR #
   Data Servicing
   EIDR Registry
   Avails
   Announce avails
   Content Ops
   Avails list
   Orders
   Create & deliver files
   Distribution Services/ DETE
   Create media order
   Distribution Services/ DETE
   Process Re-bill Invoicing
   Tech Ops Finance
   Consolidate reporting
   Finance & Accounting
   Reconcile metadata
   Finance & Accounting
   Mezzanine file & Metadata
   Daily/monthly reports
   Select titles from avails
   list
   Content Ops
   Open internal project & place order
   Content Ops
   Reconcile metadata with asset file names
   Content Ops
   Process metadata and publish asset to store front
   Content Ops
   Report POS & royalty data
   Content Ops

1. Integration Points
2. Benefits Identified

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Benefits Identified
- Reduction in QC efforts
- Reduction in customer queries
- Improved reporting / invoicing capabilities
Savings with one partner

• EIDR added to ordering, delivery, sales and royalty reporting
• Results for one studio and one retailer
  – Direct savings = 650 hours/year (partial implementation)
  – Future savings = 1,100 add’l hours/year (full implementation)
• Assume 5 partners = 8,750 hours/year
Enables automation

- WB/Xbox case study identified savings w/o automation
- EMA, DEG, ML, DECE cooperating on specs to enable automation
  - Rely on a common ID to link data across work flows
  - Avails, metadata delivery, file delivery, reporting
- Deployed now - Google Play & studios automating avails
- Comcast automating VOD ingestion
  - System matches programmer deliveries with metadata using EIDR IDs
- Cable industry automating DAI for VOD
- Studios, metadata providers, archives using EIDR API for registrations

Primary EIDR goal is to automate, automate, automate!
Case study – Google Play avails

- Google Play deploys EMA Avails spec w/ EIDR IDs today
  - Primarily 1st and 2nd-level EIDR IDs
- Already deployed with 2 major partners
  - In progress with two more studios
- Asking all content partners to adopt
  - In discussions w/ partners across North America & Europe
## Quantified savings

### Processing Time for Batch of 1000 Avail Updates

<table>
<thead>
<tr>
<th>Task</th>
<th>Before use of EMA Avails w/ EIDR</th>
<th>After use of EMA Avails w/ EIDR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title matching, de-dupe, parsing, including research &amp; partner communications</td>
<td>~25 hours</td>
<td>0.1 hour</td>
</tr>
<tr>
<td>Apply final updates &amp; audit</td>
<td>~25 hours</td>
<td>0.1 hour</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>50 hours</strong></td>
<td><strong>0.2 hour</strong></td>
</tr>
</tbody>
</table>

Reduces 50-hour reconciliation to <1/2 hour of processing time. Benefits multiply across tens of thousands of avails.
Increases revenues

- New Comcast X1 platform has delivered double-digit increases in VOD sales
  - Uses EIDR to automate VOD ingestion & matching
- Streamlines dynamic ad insertion for VOD
- Lowers risk of missed window starts
  - Faster ingestion and setup for online retail
- Enables cross-platform delivery like UltraViolet
- Links screens, platforms, metadata sources, sales channels
- Enables new models for sell-up, direct audience measurement, micro-transactions
Example – Comcast X1 platform

CONTENT INFORMATION - MERLIN

DATA SOURCES

<table>
<thead>
<tr>
<th>ROVI: SCHEDULES</th>
<th>TWITTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROVI: PROGRAM</td>
<td>ADI (VOD)</td>
</tr>
<tr>
<td>ROVI &amp; AMG: PERSON</td>
<td>CONTENT PROVIDERS</td>
</tr>
<tr>
<td>ROVI: MUSIC</td>
<td>ROTTEN TOMATOES</td>
</tr>
<tr>
<td>ROVI: IMAGES/LOGOS</td>
<td>COMMON SENSE MEDIA</td>
</tr>
<tr>
<td>ROVI &amp; AMG AWARDS</td>
<td>EIDR</td>
</tr>
<tr>
<td>ROVI: BOX OFFICE</td>
<td>CHANNEL MAPS</td>
</tr>
<tr>
<td>ROVI: SPORTS DATA</td>
<td>STATS INC: REAL TIME SPORTS</td>
</tr>
<tr>
<td>TAGS/SIMILARS</td>
<td>NIELSEN</td>
</tr>
</tbody>
</table>

ROBUST, CONSISTENT METADATA ACROSS COMCAST PRODUCTS

INTEGRATE

MERLIN

CANONICAL ID MODEL

DISTRIBUTE TO CLIENTS

CODE BIG APIS

FEED GEN (BULK CLIENT)

MICE (TOOL)

REPORTING

EDITORS

TOOLS

EIDR

DATA SOURCES

DATA SOURCES

FINAL OUTPUT

X1 PLATFORM

XBOX

MOBILE APPS

CLOUD DVR/TV

BULK UNIVERSITY

XFINITYTV.COM

EINSTEIN (CARE)
Metadata enrichment

- Reviews
- Comments from Friends
- Vendor Metadata
- Studio Metadata
- Cast Bios & Filmography
- Related Product Offers

Discovery, 2nd screen, customer engagement, sell-up
Social media discovery across MVPDs

Facebook, Twitter, etc.

Check out this show.

http://dx.doi.org/10.5240/4EFA-6EE4-9893-3604-E808-G
Ad industry benefits

- Panel ratings not sufficient for new TV platforms
- Ad industry needs to measure viewership across platforms
  - Smart phones, tablets, PCs, connected TVs, etc.
- Direct measurement offers greater reach and accuracy
- Requires standardized IDs for programs and ads
- CIMM-TAXI industry group endorses EIDR as program ID
  - $500M annual savings from automated work flows
  - $2B annual upside in new and better ad opportunities
- Supported by research chiefs of ESPN, Viacom, NBC, CBS, and others

Industry needs a uniform ID for all programs to automate direct measurement of viewership.
Delivers a data analysis advantage

- Link performance data from multiple sources
  - Theatrical
  - Home video - EST, iVOD, SVOD, UltraViolet
  - MVPDs – VOD, EST
  - Advertising – C3, C7, direct measurement, DAI
- Multiple vendors
  - Rentrak, Nielsen, DEG data tracking, MediaMorph
- Related titles
  - Series/season/episode
  - Franchises
- International & domestic

Faster, cheaper, better analysis
EIDR glues it all together

- Goal = end-to-end automation of the digital supply chain
  - Order, ingest, market, upsell, track, report, reconcile, pay
  - Common, resolvable ID from start to finish
- Standards drive automation
- Specs bound with one common ID
Technical Structure
Basic technical approach

- Centralized registry to guarantee uniqueness
- Opaque ID’s
- Strong focus on metadata required for unique identification
- Metadata fields granular enough to distinguish products down to clips, composites, & encodings
- Robust hierarchies and relationships flexible enough to cover known and unknown variations
- Extensible to meet new industry requirements
- Scalable, automated operations for efficient supply chain
- SDK & other tools available
- Interoperable with standards & specs from DPP, EMA, EBU, CEN, Ad-ID, ISRC, ISAN, DDEX, Ultraviolet, EMA, CL, ML, etc.
EIDR – enabling scalable content services

EIDR provides a common link for an unlimited number of value-added services.
Example EIDR movie hierarchy with multiple versions
Example EIDR episodic hierarchy

Series (Abstractions)

Season 1

Season 2

Episodes (Abstractions)

Episode 1

Episode 2

Episode N

Edits (Performances)

Broadcast Edit

Broadcast Edit

Broadcast Edit

Manifestations (Digital)

Retail EST (EN, FR)

Retail EST (EN, FR)

Retail EST (EN, FR)

Promotional Clip

Social Upload

UGC Upload

Similar Hierarchy Here
Opaque unique identifier

10.5240/ XXXX-XXXX-XXXX-XXXX-XXXX-XXXX-C

- **Format**
  - Prefix identifies the EIDR registry w/i the DOI and handle systems
  - Suffix is 20 hexadecimal digits and a Base 36 check digit

- **Opaque numbers assigned by the registry**
  - Purely functional without any implication of ownership
  - Remain the same regardless of asset or registrant ownership
  - Central database contains all required data
  - Metadata dial tone
Uniqueness & de-duplication

• Goal: Ensure that each work has exactly one ID
• Match records: Confidence level generated based on available metadata
• Low confidence matches require manual de-duplication
• Registrants can request immediate pass/fail
• EIDR matching tool available for pre-processing
SLA & mirroring

- The EIDR Registry designed for 99.9% uptime for registrations
  - Better uptime for resolutions through the DOI and Handle System infrastructure
- More robust SLA would increase costs and fees
- Members free to maintain full copies as needed
  - Higher uptime for business-critical needs
  - Regular EIDR updates
  - Mirroring using registry codebase tbd
- Only EIDR will register new records
  - Unified database
  - One trusted source of DOI’s
  - No duplicates
Governance & Business Model
Basic business approach

- Built on open DOI standard and developed by CNRI from existing open-source components to keep costs down
- Run as an industry non-profit to provide a permanent and persistent B2B service
- Cost-effective for large-scale use with clips and other micro products
- Designed for ubiquitous adoption with no restrictions on use or database mirroring
- Not competitive with existing metadata services
- IP-neutral with minimal descriptive metadata
- Continuous seeding with title-level movie/TV records from Rovi, Baseline Research, studios, and other members
IP and data ownership

- Functional, opaque ID has no implication of ownership
- IP rights remain with data and asset owners
  - Registry has non-exclusive license to data
- Low IP risk due to narrow EIDR focus
  - Commodity namespace data with low IP value
  - Minimal descriptive metadata
  - No intent to compete with metadata owners or suppliers
  - Built on open-source IP from mid-1990s
- EIDR specification is published freely
- Members provide reciprocal patent non-assert
  - Protects use and operation of the EIDR Registry
  - Applies to the actual as-built Registry run by EIDR
  - Standard defensive suspension clause
Independent non-profit registration agency

- Built and run by the industry
- Supported by annual member dues
  - Tiered dues based on size
  - Membership open to large and small ecosystem players
- Board of directors chosen from among promoter members
  - 8-member board with ability to expand as needed
  - CAA, Comcast, Disney, MovieLabs, TiVo, Sony Pictures, Warner Bros, Google
- Commitments in by-laws to cost-recovery model, open terms of use, and IP non-assert
- Participants control new features and technical development through Technical Working Group
Straightforward annual fee structure

<table>
<thead>
<tr>
<th>Annual Revenue</th>
<th>Basic User Fee</th>
<th>Promoter Fee (includes Basic User Fee)</th>
<th>Board fee (includes Promoter Fee)</th>
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</thead>
<tbody>
<tr>
<td>&lt; $100M</td>
<td>$6,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$100M - $500M</td>
<td>$12,000</td>
<td>$40,000</td>
<td>$60,000</td>
</tr>
<tr>
<td>$500M - $1B</td>
<td>$24,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>&gt;$1B</td>
<td>$30,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Fees set by the EIDR Board of Directors on a cost-recovery basis. Only one annual fee increase in 7 years.
Registry participation opportunities

Board
- Founders & elected promoters governing the registry.

Promoters
- Voting decision-makers with substantial interest in EIDR’s success; eligibility to serve on and elect Board; significant influence on technical and policy direction of EIDR.

Contributors
- General users who participate in working groups and agree to IPR policy, etc.; open to all membership levels, regardless of level of fee; no voting rights.

General Users
- All ecosystem participants; full use rights; ability to take snapshots of the registry, mirror locally; API’s for application development; tiered membership levels.
Why use EIDR?

- Cost, automation, revenue, data analysis
- Your partners want it
- Your competitors have it
- Easy to start
  - Sign up
  - Match your database
  - Integrate the API
  - Automate
- Support your customers & partners

Automate, automate, automate!
### Summary

**Equal, open access**
- Anyone can use it
- Any member can register new records
- Published API
- Religion-free support for multiple development and integration models

**Practical management**
- Cross-company
- Cross-industry
- Collaborative
- Cheap

**Infrastructure**
- Providing IDs for commercial audio-visual works
- Sharp focus on the ID reduces complexity, provides clarity, speeds adoption

**Technology**
- Based on international standards
- Interoperability a primary design point
- Improves efficiency in existing processes
- Supports creation of new products and services
Appendices
### Scope and basic approach

#### Industry enabling philosophy
- **Cost-effective** for large-scale use
- **Cost-recovery** participation fees
- **Not competitive** with existing commercial services
  - Minimal descriptive metadata
  - Strong focus on metadata for uniqueness only
- **Interoperable** with existing standards and IDs

#### A clear positioning
- **Clear boundaries** for what it does and doesn’t do
- **Designed** for ubiquitous adoption w/ no restrictions on use or mirroring
- **IP-neutral** with no implication of ownership, no rights data
- **Opaque IDs** with all metadata kept up to date in a database

#### A proven resource to the industry
- Permanent and persistent **B2B service**
- **Continuous registration** of new and back-catalog/archive content
  - Metadata providers and production companies
- **In operation** since December 2010
  - Currently ~65 member companies
  - >660,000 IDs registered
  - High level of member participation
## Governance and operations

### Run by the members, for the members
- 2 non-profit industry associations & 7 commercial companies on the board
- Membership dues based on company size (set annually, currently $5K - $35K)
- Some non-profits join for free and contribute in kind in various ways
- Very small participants will interact through a service bureau model

### All-you-can-eat use model and access
- Registrations are **free** for members
- Lookups are **free** to anyone through the EIDR registry UI
- Members can integrate with the registry API using a variety of technologies (Java, .NET, XML and REST)
- Members can mirror the entire Registry.

### Lean and agile technology infrastructure
- Operations and most engineering are contracted out
- Small permanent staff
- Some staff loaned by member companies
- New features are defined by technical working group
An ideal ID registry for the supply chain

**Coverage:** Ability to generate unique identifiers for all types of digital AV content

**Flexibility:** Support wide variety of objects, hierarchies & relationships between objects

**Cost-effectiveness:** Must make economic sense for large volumes

**Interoperability:** Must be able to interoperate with other registries & ID’s

**Scalability:** Ability to handle very large volumes of registrations and lookups at production level SLAs

**Extensibility:** Can be readily extended to accommodate new types of assets in future

**Value-added Services:** Must support the ability of vendors to offer value-added services & applications

**Accessibility:** Open search and query access without restrictions. All applications have equal access. Network accessible.
Use cases span the digital value chain

ID Creation

- EIDR IDs
- Catalog matching
- Version distribution
- Video Archiving

Usage tracking

- Metadata to video title matching
- Metadata matching
- Metadata distribution

Content identification

- UltraViolet
- Disc to digital
- OTT – IP distribution

Multiscreen

- Insertion workflow
- Inventory matching
- Ratings

Advertising

- Distribution infrastructure
- Rights management

Digital stores

- Metadata to video title matching
- Metadata matching
- Metadata distribution

MVPD distribution

- On Demand
- Linear
- Multiscreen / 2nd screen
- OTT – IP distribution

Content production

- Catalog matching
- Version distribution
- Video Archiving

Views / usage reporting
- Royalty reporting and calculations
- Channel ROI analysis

Search
- Recommendation
- Program Guides
- 2nd screen

Broadcast distribution

- Linear to file workflow
- Catch-Up TV distribution

EIDR IDs

- Insertion workflow
- Inventory matching
- Ratings

Metadata production

- Content Discovery
- Search
- Recommendation
- Program Guides
- 2nd screen

- Watermarking
- Fingerprinting
- Anti-piracy

ID Creation
Online retail - UltraViolet ecosystem
Outsourced development and operations

- EIDR outsources all functions to keep costs down
- Corporation for National Research Initiatives (CNRI) creates registry software
  - Partners with IDF & ITU on the handle system that links all DOI registries
  - Experience building other registries such as CrossRef
  - Off-the-shelf code available under open source
- On-going server operations contracted to TiVo under service agreement
  - Runs other high-availability metadata services
  - Employs de-duplication tools to ensure uniqueness of registrations
  - Handles ongoing support and network maintenance
- Registrants may mirror the registry as needed for operations

EIDR pre-seeding with title-level movie/TV records
Simple membership categories

• Users - includes all members
• Contributors – users who want to join working groups and agree to the IPR policy, AT policy, etc.
• Promoters – users who want to be decision-makers and pay a higher fee plus agree to the IPR policy, AT policy, etc.
General users

• Target
  – All ecosystem participants who need to look up or register records
  – No representatives to work groups

• Requirements
  – Pay the Basic User Fee based on size of company
  – Agree to a click-to-accept Terms of Use agreement only
  – For registration credentials, meet criteria set by EIDR for trusted data sources
  – No additional fees unless registrations exceed limits for each fee tier:
    • $5K membership = 50K registrations/year
    • $10K membership = 250K registrations/year
    • $20K membership = 500K registrations/year
    • $25K membership = 1M registrations/year

• Benefits
  – Unrestricted search, query, and traversals through UI or API’s
  – Ability to take snapshots of the registry, mirror locally, etc.
  – Access to API’s for application development
Contributors

• Target
  – General users who want to participate in working groups and have their voices heard
  – Open to all membership levels, regardless of level of fee

• Requirements
  – Sign a full Participation Agreement and agree to the IPR Policy, AT Policy, etc.

• Additional benefits
  – Membership in Technical Working Group
  – Opportunity to participate in other EIDR working groups
  – Technical input into feature roadmap, use case priorities, technical development, and registry
  – Policy input on data quality, registrant criteria, SLA's, access control, confidentiality, terms and conditions, and other matters
Promoters

• **Target**
  – Leading companies with significant interest in EIDR’s success and the ability and resources to promote adoption

• **Requirements**
  – Pay the Promoter Fee (includes the Basic User Fee)
  – Sign a full Participation Agreement and agree to the IPR Policy, AT Policy, etc.
  – Approval by the Board

• **Additional benefits**
  – Voting decision-maker on Technical Working Group
  – Eligibility to serve on the EIDR Board of Directors
  – Ability to vote in board elections for Industry Promoter Directors
  – Significant influence on technical and policy direction of EIDR
## Developer support

- **Web UI**
  - Register, modify, resolve, browse, query
- **Simple tools**
  - Register, modify, query, resolve, etc
  - Bulk change, manage alternate IDs
- **SDK**
  - REST, Java, .NET
  - Published as source, with sample applications (see above)
- **Other tools**
  - Bulk registration provided by system operator
  - Catalog matching tool (external vendor)
  - Ultraviolet CFF registration
- **Help with Proof of Concept implementations**
Documentation

- Registrant documentation
  - Data fields guide
  - Best practices (Film, Episodic, and many corner cases)
- Technical documentation
  - Registry Users Guide, API documentation, a tutorial or two
- ID format guidelines
  - Standard, binary, URN, URI, compressed, etc
- Mapping guidelines for other metadata standards
  - ISAN, EN 15907, EBUCore
  - Base records only; taking input on versions and episodic
Fields based on type/class of work
  - Can be done algorithmically

  - Referent Type
    - Movie, TV, Short, Web (also Series, Season, Composite, Compilation, Interactive, Supplemental)

  - Structural Type
    - Abstraction, Performance, Digital, Physical

  - Mode
    - Visual, Audiovisual, Audio, Other

  - Publication Status
    - Valid, In development

For a particular work
  - Can usually be done algorithmically

  - Title and Title Language
    - RFC 5646

  - Original Languages and Manifestations
    - RFC 5646
    - Audio, Subtitle

  - Release Date
    - YYYY (/MM/DD)

  - Approximate Length
    - HH [:MM(:SS)]

  - Country of Origin
    - ISO 3166-2, with extensions
Requirements and Best practices

Participants
- AssociatedOrg and Role
  - Company name or ID
  - Producer, Distributor, etc
- Directors
  - Up to 2 allowed
- Actors
  - Up to 4 allowed

Must have
- 1 AssociatedOrg
- OR 1 Director
- OR 4 Actors

Strongly Encouraged
- Alternate Title
  - Text Field
- Alternate ID
  - Ex. IMDb, ISAN, DOI, Proprietary IDs
- Participants beyond the minimum
Further resources

- **Documentation**
  - [http://eidr.org/technology](http://eidr.org/technology)

- **UI**
  - [http://ui.eidr.org](http://ui.eidr.org)

- **Examples**
  - Records through UI.
    - Lots of relationships (seasons, clips, etc)
    - List of many Alternate IDs.
      - [https://ui.eidr.org/view/content?id=10.5240/E5C6-A6EA-403E-5D80-8BBF-G](https://ui.eidr.org/view/content?id=10.5240/E5C6-A6EA-403E-5D80-8BBF-G)
  - Records through DOI proxy for XML
    - [http://doi.org/10.5240/E5C6-A6EA-403E-5D80-8BBF-G](http://doi.org/10.5240/E5C6-A6EA-403E-5D80-8BBF-G)
  - Sample Registration XML in SDK
    - [http://eidr.org/members-resource](http://eidr.org/members-resource)