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 Uitgeverij B.V.
- Viaccess-Orca
- Yaplay
- Vivendi
- Vobile
- Vubiquity
- Vudu
- Webedia
- West10 Entertainment

Industry Partners
- Ad-ID
- CIMM
- CNRI
- DEG
- DOI
- DPP
- EMA
- FIAF
- EMA
- 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>Total records</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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<td>Original/title-level content:</td>
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<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>
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<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

**Theatrical**
- Ratings
- Archives
- Digital cinema packages
- Box office sales tracking

**EST/Online**
- All online retail
- Avails
- Metadata
- Mezz file delivery
- Standardized content discovery
- Reviews
- Home video sales reporting

**TV Broadcast**
- Direct audience measurement
- Cross-platform tracking
- Int’l TV distribution
- Music cue sheets
- Rights collections
- BXF, ATSC, EBU, EN metadata mappings

**Video On-Demand**
- MVPD VOD ingestion & delivery
- VOD ad insertion
- CableLabs specs
- Guide data
- Search & recommendations
- Parental ratings
- VOD sales tracking
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. API call
   Request new title
   Data Servicing
   EIDR Registry

2. Issue title list with EIDR #
   Data Servicing

Announce avails
Avails

Content Ops

Open internal project & place order
Content Ops

Select titles from avails list
Content Ops

Distribution Services/
DETE

Create media order
Order

Distribution Services/
DETE

Create & deliver files
Orders

Distribution Services/
DETE

Reconcile metadata
Mezzanine file & Metadata

with asset file names
Content Ops

Process Re-bill Invoicing
Tech Ops Finance

Consolidate reporting
Finance & Accounting

Daily/monthly reports

Report POS & royalty
data Content Ops

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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

<table>
<thead>
<tr>
<th>Processing Time for Batch of 1000 Avail Updates</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>Total</td>
<td>50 hours</td>
<td>0.2 hour</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>

**MERLIN**

**CANONICAL ID MODEL**

**DISTRIBUTE TO CLIENTS**

**CODE BIG APIS**

**FEED GEN (BULK CLIENT)**

**OPERATE**

**MICE (TOOL)**

**REPORTING**

**INGEST**

**EDITORS**

**TOOLS**

**EIDR**

**Robust, consistent metadata across Comcast products**

**DATA SOURCES**

- Comcast X1 platform
- NBC.COM
- MOBILE APPS
- BULK UNIVERSITY
- EINSTEIN (CARE)
Metadata enrichment

Discovery, 2\textsuperscript{nd} screen, customer engagement, sell-up
Facebook, Twitter, etc.

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

Seasons (Abstractions)
- IsSeasonOf
  - Season 1
  - Season 2

Episodes (Abstractions)
- IsEpisodpeOf
  - Episode 1
  - Episode 2
  - Episode N
  - Similar Hierarchy

Edits (Performances)
- IsEditOf
  - Broadcast Edit

Manifestations (Digital)
- IsManifestationOf
  - Retail EST (EN, FR)
  - Social Upload

Promotions
- IsPromotionFor
  - Season 2 Trailer
  - UGC Upload

Editions (Performances)
- Broadcast Edit

Similar Hierarchy
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>
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</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
- Region-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
| **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

- ID Creation
- EIDR IDs

Catalog matching
- Version distribution
- Video Archiving

Video Archiving
- Metadata to video title matching
- Metadata matching
- Metadata distribution

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

Linear to file workflow
- Catch-Up TV distribution

Multiscreen / 2nd screen
- 2nd screen

MVPD distribution
- Broadcast distribution

Broadcast distribution
- MVPD

Content production
- Content Discovery

Content Discovery
- Search
- Recommendation
- Program Guides

Search
- Recommendation
- Program Guides
- 2nd screen

Content identification
- Usage tracking

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

Watermarking
- Fingerprinting
- Anti-piracy

Advertising
- Multiscreen

Multiscreen
- Distribution infrastructure
- Rights management

Metadata production
- metadata to video title matching
- Metadata matching
- Metadata distribution

Digital stores
- OTT – IP distribution
- Insertion workflow
- Inventory matching
- Ratings

UltraViolet
- Disc to digital

Content discovery
- Multiscreen

Multiscreen
- Rights management

Advertising

Inventory matching
- Ratings

Content production

2nd screen

Content production
- On Demand
- Linear

On Demand
- Linear
- Multiscreen / 2nd screen

Chapter analysis
- Channel ROI analysis

Channel analysis
- Rights management

Distribution infrastructure
- Rights management

Rights management
- Channel ROI analysis
Rights recovery

- Claims & cue sheets
- Broadcast data
- Scheduling data
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
Required fields for EIDR registration – standalone item (movie, OTO TV)

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**

• **Examples**
  – Records through UI.
    • Lots of relationships (seasons, clips, etc)
    • List of many Alternate IDs.
  – 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)