

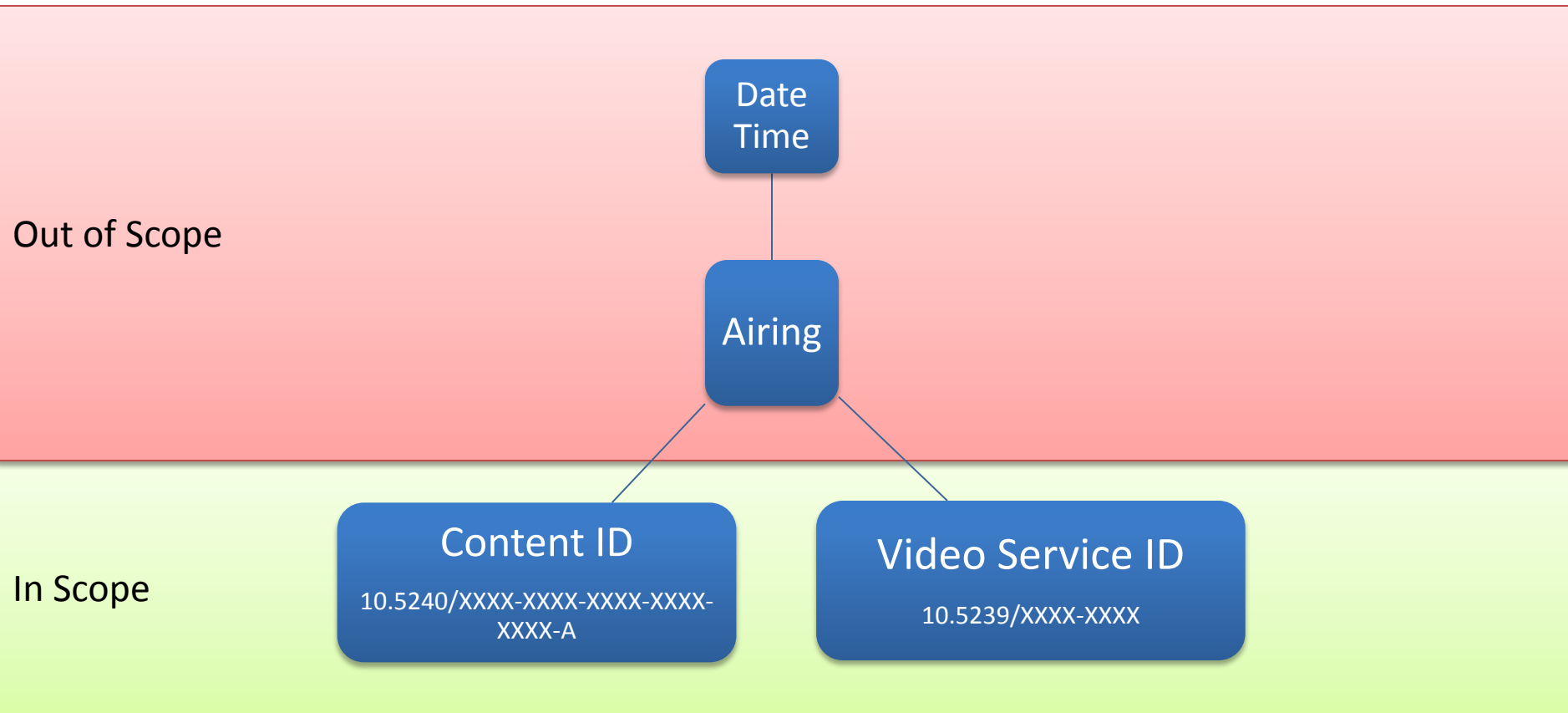


**EIDR**

Entertainment Identifier Registry

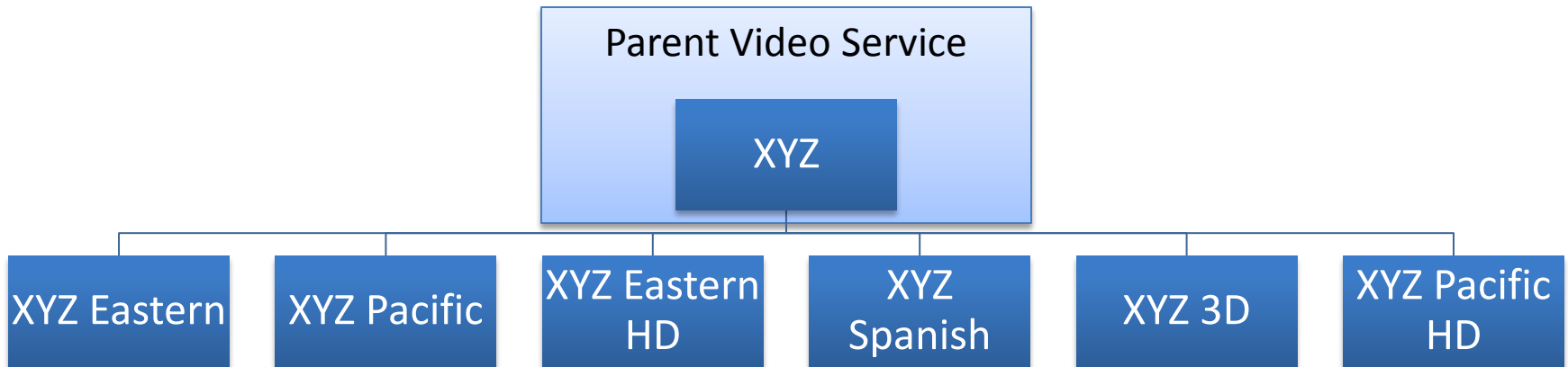
**Video Services**

# EIDR Scope

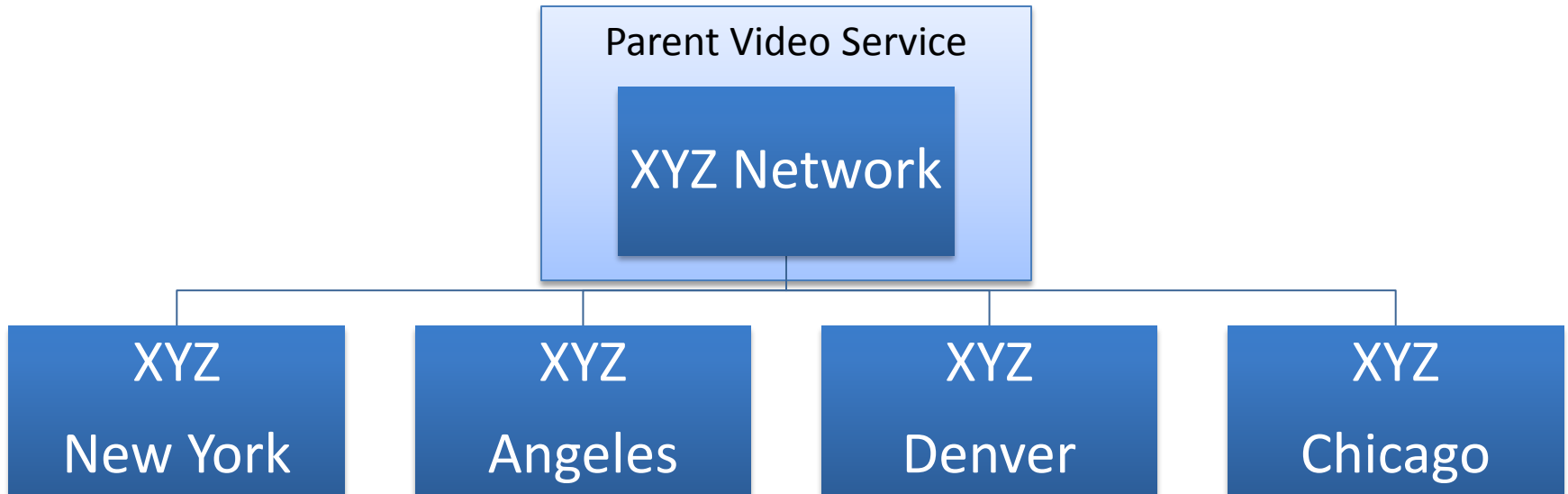


# Video Services – General Approach

All XYZ Video Services share the same programming with variations in time offset, format or language

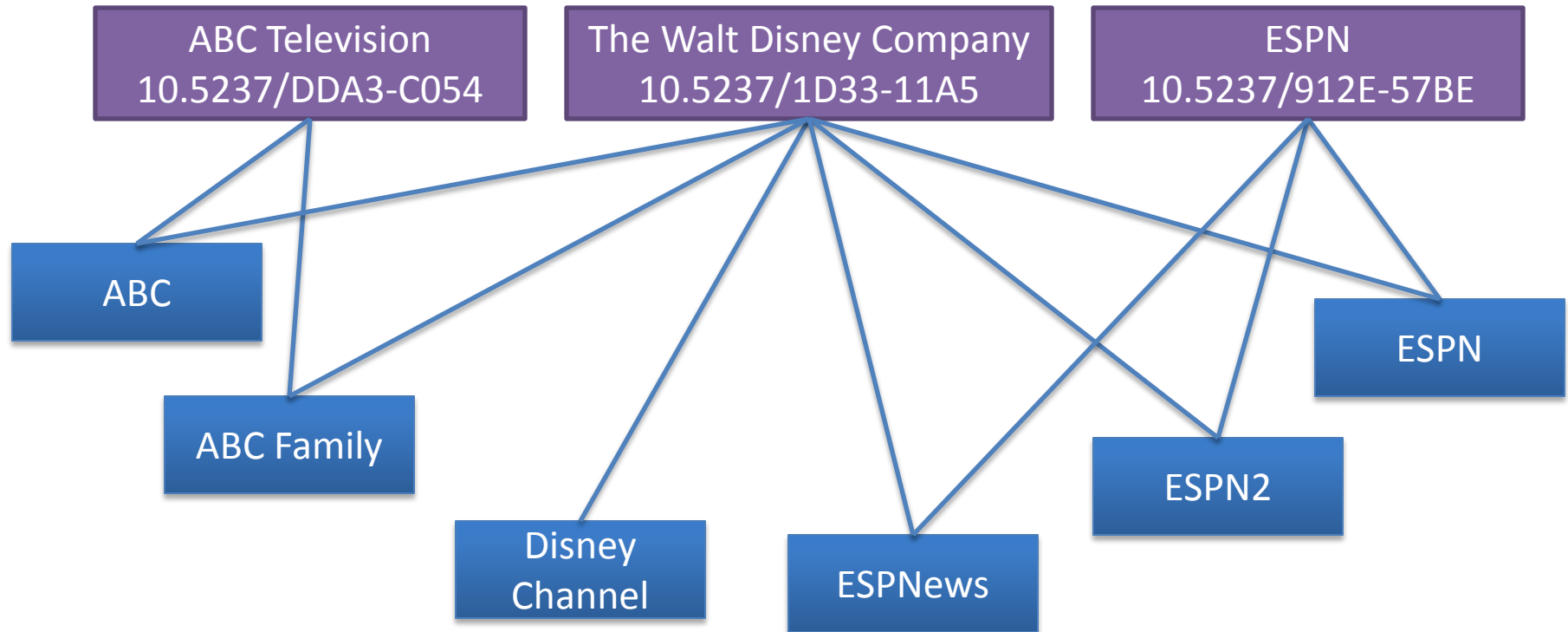


# Video Services – Network Affiliation

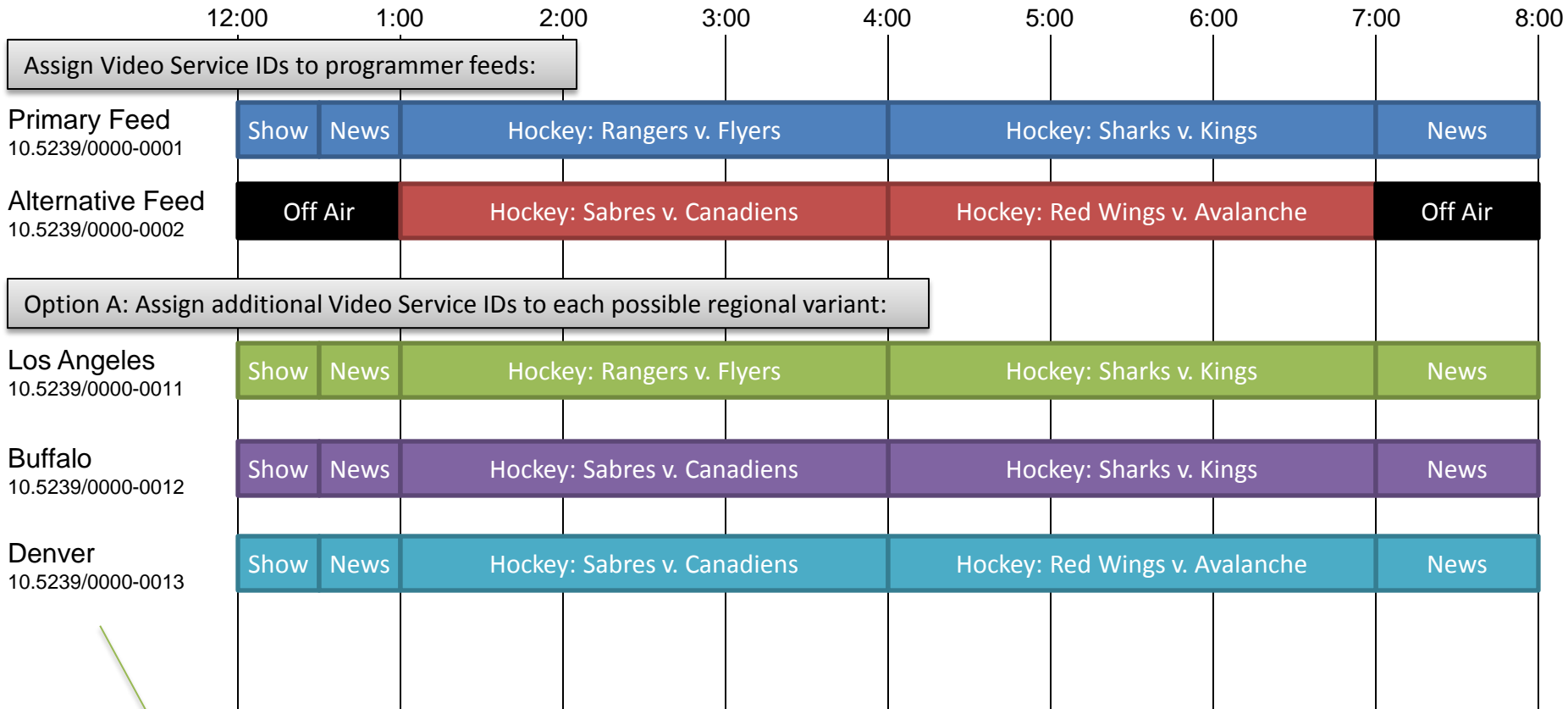


# Use Party ID Relationship to Group Brands

Note: A Video Service may be associated with multiple Party IDs

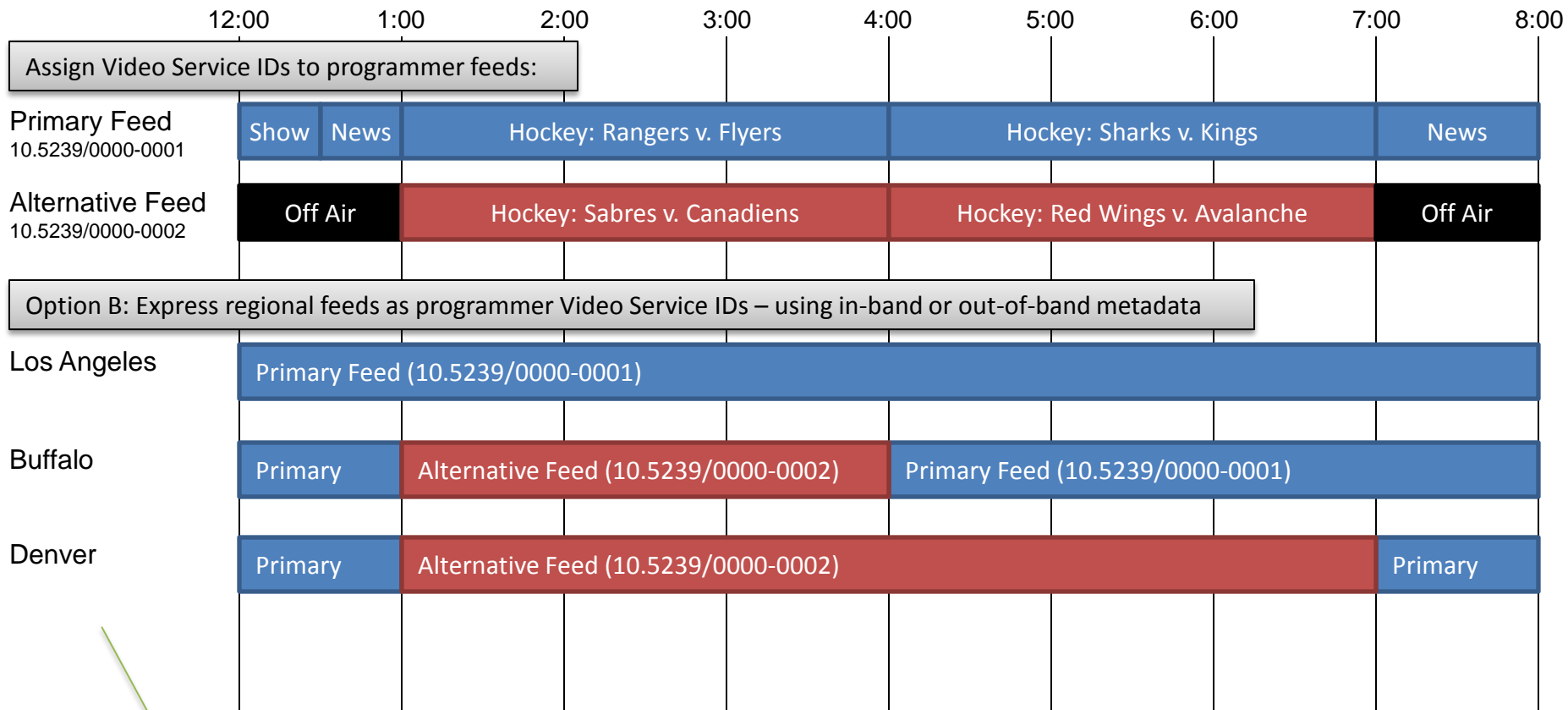


# Video Services with Regionalized Content




Regional variants of video services are created to represent each unique combination of actual content which may be delivered to a client. This is similar to how EPG data is identified. Could be problematic to maintain in EIDR.

# Video Services with Regionalized Content



No unique regional identifier. Client effectively switches between video services automatically. Much easier to maintain in EIDR, but would not provide a way to represent client video services in an EPG.

# Searching Video Services

 Entertainment Identifier Registry

**Logged in as:** 10.5238/dagranoff | **Logout**

**LOOKUP**

[Home](#) | [Search](#) | [Create](#) | [Tokens](#) | [Support](#)

[Content](#) | [Parties](#) | [Video Services](#)

Use ASCII search | Results per page

Service Name

Starts With

Return all

Status

**SEARCH** **CLEAR FIELDS**



# Searching Video Services

17 Results.

Page size: 17

Service ID	Names / Alt. Names	Status	Parent	Format	Delivery Model	Time Zone	Audio Lang.
<a href="#">10.5239/BDDE-2EFF</a>	Adult Swim ASW	Active	<a href="#">10.5237/FD73-E534</a>		Linear		
<a href="#">10.5239/8C9D-96B1</a>	Boomerang BOO	Active	<a href="#">10.5237/FD73-E534</a>		Linear		
<a href="#">10.5239/8BE5-E3F6</a>	Cartoon Network Cartoon CN Toon	Active	<a href="#">10.5237/FD73-E534</a>		Linear		
<a href="#">10.5239/2435-A45B</a>	CNN Cable News Network	Active	<a href="#">10.5237/20AE-227F</a>		Linear		
<a href="#">10.5239/8FB5-6ADD</a>	CNN Airport Network	Active	<a href="#">10.5237/20AE-227F</a>		Linear		
<a href="#">10.5239/B96B-2816</a>	CNN Broadcast Television Network	Active	<a href="#">10.5237/20AE-227F</a>		Linear		
<a href="#">10.5239/D291-E1ED</a>	CNN en Español	Active	<a href="#">10.5237/20AE-227F</a>		Linear		
<a href="#">10.5239/8158-4236</a>	CNN International	Active	<a href="#">10.5237/20AE-227F</a>		Linear		
<a href="#">10.5239/670A-898E</a>	HLN CNN Headline News Headline News	Active	<a href="#">10.5237/20AE-227F</a>		Linear		

# Creating Video Services

 Entertainment Identifier Registry Logged in as: 10.5238/dagranoff | [Logout](#)

*Content ID, Party ID, Service ID, Token* [LOOKUP](#)

[Home](#) [Search](#) **[Create](#)** [Tokens](#) [Support](#)

## CREATE SERVICE

[View XML](#)

Service Name  Status

### Optional Fields

Alternate Service Name  +

Alternate Service Name  x

Region  Primary Time Zone  Primary Audio Language

Description

Organization ID

Parent

Start typing to view a list

Other Affiliation  + x

Start typing to view a list

Other Affiliation  x

Start typing to view a list

Abbreviation

Format  SD  HD  3D  Other

Delivery Model  Linear  VOD  Internet  Other

[CREATE](#) [CLEAR FIELDS](#) [CANCEL](#)