Streamlined Content Metadata Integration and Management Using Entertainment ID Registry (EIDR)

David Agranoff
Senior Architect
CableLabs

Todd Wakai
Senior Project Mgr.
Comcast

Walt Michel
Executive Director
Comcast
Topics

- Brief introduction to Entertainment ID Registry
- MSO use cases actively being solved (Comcast)
  - Multi-platform Viewing
  - Metadata Aggregation
  - Measurement
- Potential use cases
  - Advertising Placement
  - TV Everywhere
  - Social networking

*Topics are presented based on experiences from Comcast and CableLabs – both founding members of EIDR*
What is EIDR?

- Global B2B registry for unique identification of entertainment content and video services
- Identifier solution to span the global video industry supply chain
- International collaboration among content owners, distributors, operators, retailers, etc.
- Built on ISO-approved Digital Object Identifier (DOI) standard
- Run as a non-profit on a cost-recovery basis
EIDR Scope

EIDR provides a common link for an unlimited number of value-added services.
Opaque Unique Identifier

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

Opaque numbers are assigned directly by the registry
- Purely functional without any implication of ownership
- Remain the same regardless of asset or registrant ownership
- Consistent with focus on functional metadata for uniqueness
- Central database contains all required data
- No need to predict key data to reference in number structure
- Supports persistent nature of the ID
Identifying an instance of video

Measureable Instance of Video Content

EIDR Content ID

Additional Context includes...
- Linear Date/Time
- Adjoining Content
- Viewing Platform
Multi-platform Viewing

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00pm</td>
<td>Shawshank Redemption</td>
</tr>
<tr>
<td>9:30pm</td>
<td>Avatar</td>
</tr>
<tr>
<td>10:00pm</td>
<td>The Office</td>
</tr>
</tbody>
</table>

VOD Server:
- Avatar
- Shawshank Redemption
- Bad Teacher
- Zookeeper
- X-Men: First Class

Content Server:
- Avatar (tablet)
- Avatar (mobile)
- Shawshank Redemption (tablet)
- Shawshank Redemption (mobile)
Metadata Enrichment

- Critic Reviews
- Comments from Friends
- Guide Metadata
- VOD Metadata
- Cast Bios & Filmography
- Time-Indexed Metadata
- EIDR
EIDR with VOD

- Eliminates need for studio to resend metadata when re-pitching assets
- VOD assets can be matched to robust 3rd party metadata
- Episodes can be automatically rolled up into a series package
- Linkage across delivery platforms (Linear, VOD, Online)
- Improved reporting (series level, format rollup)
EIDR with Linear / Schedule

- Allows incorporation of supplemental material (e.g. Enhanced metadata, full cast/crew, uniform genres, images)
- Consistent display across platforms / products (e.g. titles, descriptions, genres)
- Rollup related assets
  - Series
  - Formats (SD, HD, 3D)
  - Alternate edits (Director’s cut, Alternate ratings)
Features Enabled

- Remote tune and remote DVR capabilities
- “Watch in HD”, “Watch in 3D”, “Watch On Demand”
- Roll-up of family of channels
- Better branding and packaging of network or premium tiers – useful for mini-guides
- Accurate tune-in recommendations to/from 3rd parties
- Multi-platform playlists / favorites
- Synchronization with 2nd screen applications
Measurement

EIDR Linear Measurement
- Measurement Aggregator
- Programmer / Content Owner
- EIDR
- Guide Metadata Provider
- Guide Server
- Set-top box Or SDV System
- Data Extraction
- MSO Domain

EIDR VOD Measurement
- Measurement Aggregator
- Programmer / Content Owner
- VOD Distributor
- VOD System
- Data Extraction
- Asset Management System
- MSO Domain

Subscriber

SCTE CABLE-TEC EXPO’12
OCTOBER 17-19 / ORLANDO, FL
Society of Cable Telecommunications Engineers
Content Identification using SCTE 35*

SCTE 35 – Specification for digitally inserted cue messages in video
Segmentation descriptor can be used for content identification
Encryption or obfuscation might be necessary

*SCTE 35 is available from the Society of Cable Telecommunications Engineers (scte.org)
Dynamic Advertising

EIDR Content ID
EIDR Video Service ID
Subscriber

Advertising Opportunity

Ad Decision Service

Advertising Placement

Ad-ID* or EIDR

*Ad-ID (ad-id.org) is an advertising identification and management system, developed by the American Associations of Advertising Agencies and the Association of National Advertisers
Social Networking

Facebook, Twitter, etc.

Check out this show.

Comcast Subscriber

Content + EIDR

Facebook, Twitter, etc.

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

TWC Subscriber

EIDR?

Content
Conclusion

- EIDR provides a universal means for identifying both discrete content and video services
- The combination of content and service identification allows cable operators (and other MVPDs) to execute new and exciting use cases
- Comcast is successfully demonstrating multi-platform, metadata aggregation and reporting use cases
- Participation by video supply-chain partners (programmers, metadata creators, etc.) is essential for success
David Agranoff
Senior Architect
Cable Television Laboratories, Inc.
d.agranoff@cablelabs.com
+1 (303) 661-3339

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