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

January 2016
### Quantified savings

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

#### Processing Time for Batch of 1000 Avail Updates

<table>
<thead>
<tr>
<th>Step</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>

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