EIDR Implementation:

Winning Hearts and Minds

Helen Emms - Missing Link Media
Ben Schofield - EIDR
Greenlight!

Through the pain barrier
- Business case and budget approved
- EIDR membership
- Training complete
- API access
- (even signed off travel to attend this conference...)

It's all easy from here....
End of the beginning….

Technology
• “We already have IDs”
• “Not on our development roadmap”
• “No development resource for API integration”
• “Our solution vendors want us to pay to integrate”

Operations
• “We can't find the data”
• “Our data needs cleansing”
• “Data is only in other systems that we don’t use”
• “We use spreadsheets”
• “Too complicated”

Commercial
• “No-one is asking for these”
• “What benefits will we gain?”
• “Sharing our secrets”
• “Moving to multi-platform/channel means manual processes for now”

And EIDR isn’t perfect…
• Good data, but systems need a refresh
• Limited UI
• Range of “expert” tools
Content universe

- ITV are a major broadcaster with 50 years of content recorded in a sequence of legacy systems across many merged companies.
- Content delivery has been outsourced to suppliers.
- ITV have acquired many new global production companies in recent years.
- Others may have registered it already.

<table>
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<th></th>
<th>Series</th>
<th>Seasons</th>
<th>Episodes</th>
<th>Versions</th>
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“More than TV” strategy: Carolyn McCall CEO

- Investing in the Hub to make it a destination for viewers rather than just a catch up service.
- Investing in the ITV brand to broaden the appeal of ITV and in particular to attract light viewers – those who watch limited ITV content.
- **Investing in data, analytics, insight** and technology so we understand and serve our viewers better, driving further engagement, viewing and monetisation.
- Supporting our advertisers better, driving effectiveness and expanding our portfolio of data driven marketing solutions.
- Working more closely with Studios, **maximising the value of our investment in content**.

https://www.itvplc.com/about/our-strategy
Typical data load pattern

- Test
- Bulk load
- Steady state
- Backlog
Crawl walk run...

- First programme strand
- Single delivery
- Full catalogue
- Default service offer
- Native
Ecosystem

USE CASES
1. License/Production IDs
2. EPG Listings
3. Broadcast playout
4. Non-linear
5. Other usage reporting
Other peoples data

Above Suspicion

46min | Crime, Drama, Thriller | TV Series (2009–2012)

Episode Guide
11 episodes

Watch Now on Prime Video

The murder of a young actress starts an investigation that uncovers on-screen tensions, a complex private life, controversial memoirs, and suspected abuse.

Creator: Lynda La Plante
Stars: Kelly Reilly, Clarin Hinds, Shaun Dingwall | See full cast & crew
Dream team

- Exec sponsor
- Commercial lead
- Technology sponsor
- Project manager
- Operations team
- Suppliers and clients
Check the foundations

- **Organisations must start with a problem**, needs to be the simplest way to overcome actual pain. Be honest on the appetite for risk reward, capability and real gains supported at board and at all levels of employees.

- **Clear business case and target ROI**, rational investment case that takes account of market position and ability to shape ecosystems, establish standards and overcome regulatory hurdles. Good governance and aligned stakeholders

- **Disruption is not equally good for everyone**, some revenues and margins will be cannibalised. Commit to a path to adoption and agree a mandate that aligns internal and external stakeholders. Set performance targets (volume, velocity, penetration) and organisational frameworks that adapt to the changes.
Localisation

- IMDb title is 3rd phonetic option – common-sense and lateral thinking is required
Barbarians at the gates

- Automation
- Recommendations
- Consumer experience
- Software not device

- All depend on data
  - Consumer
  - Device
  - Content
EIDR in the standards ecosystem
DPP - IMF for Broadcast & Online

- Test files
- EIDR ID to clip level
- Potential sidecar structure
Lessons learned

• No longer just technology and standards

• Identify and cultivate the dream team

• Robust business cases drive cultural change

• Network effect, we need a fully engaged ecosystem

• Structural opportunity, digitisation hitting TV