Nordic Entertainment group’s EIDR journey

Urban Löfbom — Senior Project Manager
Frida Meurling — EIDR Lead Operator and EIDR Product Owner
NENT in brief – a Nordic powerhouse

Norway
- VIASAT
- viaplay
- viafree
- 3, 4, 6
- 5 Erna
- 6 Rock
- 7 Klasse
- 9 Pop
- 10 Country
- 11 Bandit

Sweden
- VIASAT
- viaplay
- viafree
- 3, 6
- P1, P2
- RSS
- Bandit
- P3

Finland
- VIASAT
- viaplay
- viafree

NENT Studios
- ATRIUM TV
- MONSTER
- strong
- NOVEMBER FILM
- NICE DRAMA
- B Academy
- boduba
- paprika
Our flagship product Viaplay has a unique product offering

- **Cinema**
  - viaplay
  - iTunes
  - Google Play
  - Local players

- **EST**
  - viaplay
  - iTunes
  - Google Play
  - Local players

- **TVOD**
  - viaplay
  - Google Play
  - Local players

- **SVOD**
  - viaplay
  - Netflix
  - HBO
  - Amazon
  - Local players

- **SVOD Sports**
  - viaplay
  - Local players

- **TVE**
  - viaplay
  - Telcos & Pay TV operators
The best & biggest content

**sports**
50,000 hours of live sports per year

**originals**
20 original premieres every year

**movies & series**
the best international movies, series and kids content
Viaplay originals — there’s no substitute for local drama

- 21 titles premiered
- 11 titles announced
- 20 titles to be launched a year
Why EIDR?
In 2015/16 NENT concluded the following:

- We had several instances of the same title (up to 10) in our rights management system
- Each title needed rights, metadata and images
- The tv world is merging with the streaming world
- NENT's publishing processes were archaic with little or no automation
- We had a need for "one source of truth"
- In order to automate and modernize the publishing chain Bebanjo's Movida was implemented along with a mantra:
  - A title is not added in Movida unless it has been matched/registered in EIDR first

**NENT began implementing EIDR**
- for Viaplay in 2016
- for all on demand content in 2017
- for linear content (except live sports) in 2018
<table>
<thead>
<tr>
<th>Title</th>
<th>Source</th>
<th>Network</th>
<th>Date</th>
<th>Time</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thor: Ragnarok</td>
<td>Viaplay Premieres 2018-06</td>
<td>TDC &gt; Catch-up &gt; Denmark</td>
<td>Jun 22, 2018 00:00</td>
<td>Mar 16, 2019 23:59</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telenor &gt; Catch-up &gt; Sweden</td>
<td>Jun 22, 2018 00:00</td>
<td>Mar 16, 2019 23:59</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telenor &gt; Catch-up &gt; Norway</td>
<td>Jun 22, 2018 00:00</td>
<td>Mar 16, 2019 23:59</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telia &gt; Catch-up &gt; Sweden</td>
<td>Jun 22, 2018 00:00</td>
<td>Mar 16, 2019 23:59</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telia &gt; Catch-up &gt; Norway</td>
<td>Jun 22, 2018 00:00</td>
<td>Mar 16, 2019 23:59</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Telia &gt; Catch-up &gt; Finland</td>
<td>Jun 22, 2018 00:00</td>
<td>Mar 16, 2019 23:59</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>WAOO &gt; Catch-up &gt; Denmark</td>
<td>Jun 22, 2018 00:00</td>
<td>Mar 16, 2019 23:59</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Televarpid &gt; Catch-up &gt; Denmark</td>
<td>Jun 22, 2018 00:00</td>
<td>Mar 16, 2019 23:59</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>EPG &gt; Viasat Film Premiere</td>
<td>Jun 22, 2018 21:00</td>
<td>Jun 22, 2018 22:55</td>
<td></td>
</tr>
</tbody>
</table>
One ID to rule them all...

How NENT implemented EIDR across all services

- One step at a time
- Integration towards EIDR’s API
- Developed an internal tool for matching content
- Investment in processes and resources to match all content (huge backlog to begin with)
- Movies first
- Series are a pain
- Old legacy is the worst
- When the on demand titles had been matched we continued with NENT’s linear channels
- It’s a continuous process, not a project
Metadata strategy - Efficiency graph of aggregated work load

- 2017
  - Separate teams
  - Separate titles

- 2018
  - New systems/workflows
  - EIDR Match Legacy content
  - No automation
  - Automation of workflows
  - Reuse of titles
  - Merge of titles (multiple audio)
  - Merge of titles (business model)
  - Linear schedule automation

- 2019
  - Joint teams
  - Merged titles
NENT has three EIDR operators
In total 42,000 registered assets in EIDR
100,000 EIDR matchings by the spring of 2018
Today 134,000 matched assets and counting
The operators ensure that all content published through our platforms are matched weeks before publication.
All in all they monitor content published on:
- 80 on demand platforms (with 3-4000 titles published each month)
- 17 linear channels
The benefits so far

Over the years we have seen the following benefits:

- Greatly reduced workload for editorial teams (adding metadata and images to titles)
- Minimizing uncertainties regarding
  - Versions (for both movies and series)
  - Running order (for series)
- A harmonized way of structuring titles across the whole group (leaving chaos behind)
- Passing all content (regardless where it will be published) through Bebanjo’s Movida
- A way to automate catch-up (would have been impossible without EIDR)
What’s next?

Nordic Entertainment’s focus for 2019

• Integration with content suppliers based on EIDR
• Registering trailers in EIDR
• Implementation of the IMF format
• Better reporting/follow up across all services and business models
• Linking non-linear and linear content in our services (catch-up was just the first step…)

Our vision is a fully automated publishing process for all our services.
Integration with content providers

Nordic Entertainments focus for 2019
13. Tailgate
20min

14. 46 Minutes
20min
Lily och Marshall planerar att flytta till förorten, men Lilys far vägrar att följa med, vilket försvarar saken. Samtidigt går resten av gången till en strippklubb.

15. The Burning Beekeeper
19min

16. The Drunk Train
20min
Kevin friar till Robin, men tycks ångra sig när Robin berättar att hon inte kan få barn. Samtidigt roar sig Barney och Ted i staden, men det är någonting som håller Barney tillbaka.

17. No Pressure
20min

18. Karma
20min
Barney inser att han har känslor för Quinn och bjuder ut henne på en dejt.

19. The Broth
20min
Gången får reda på att Barney och Quinn planerar att flytta ihop, och försöker därför sabotera deras förhållande.

20. Trilogy Time
20min
What can you do?

What we feel EIDR and its members can do to further improve the EIDR process:

• Implement EIDR in all relevant processes (including licensing of content to distributors)
• Spreading the knowledge and use of EIDR IDs to all distributors in the industry
• Take ownership of registrations, adding more metadata and keeping EIDR records updated
  • American series that goes up the day after in Europe sometimes causes us problems
• Running order in distributor deals does not always correspond to original structure

• REMEMBER THAT THERE ARE NO QUICK FIXES OR MAGIC BULLETS! A CLEAR VISION, HARD WORK AND DEDICATION IS WHAT MATTERS
Thank you!

nordic
entertainment group

follow us
facebook, linkedin, @nentgroup, @nent_group, nentgroup.com