

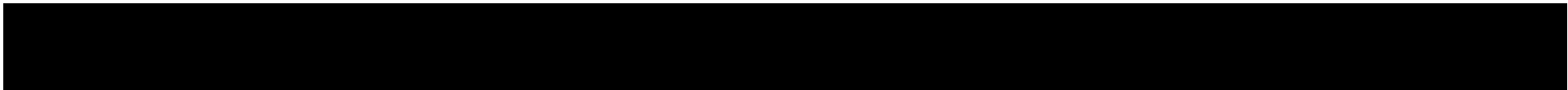


**EIDR**

Entertainment Identifier Registry

## EIDR in the Music Biz

May 2016



# What is EIDR?

## What EIDR is

- Global** registry for **unique** identification of movie and TV content
- Designed** for automated machine-to-machine communication
- Flexible** data hierarchy down to the product & SKU level, incl. edits, clips, composites, encodings, and relationships

## EIDR Purpose

- Make digital distribution **competitive**
- Help** reduce costs
- Improve** collaboration and automation across multiple application domains & platforms
- Enable** new businesses and create new efficiencies

## What EIDR is Not

- Profit-making**
- Rich commercial metadata
- Ownership** or **rights** information
- US-only

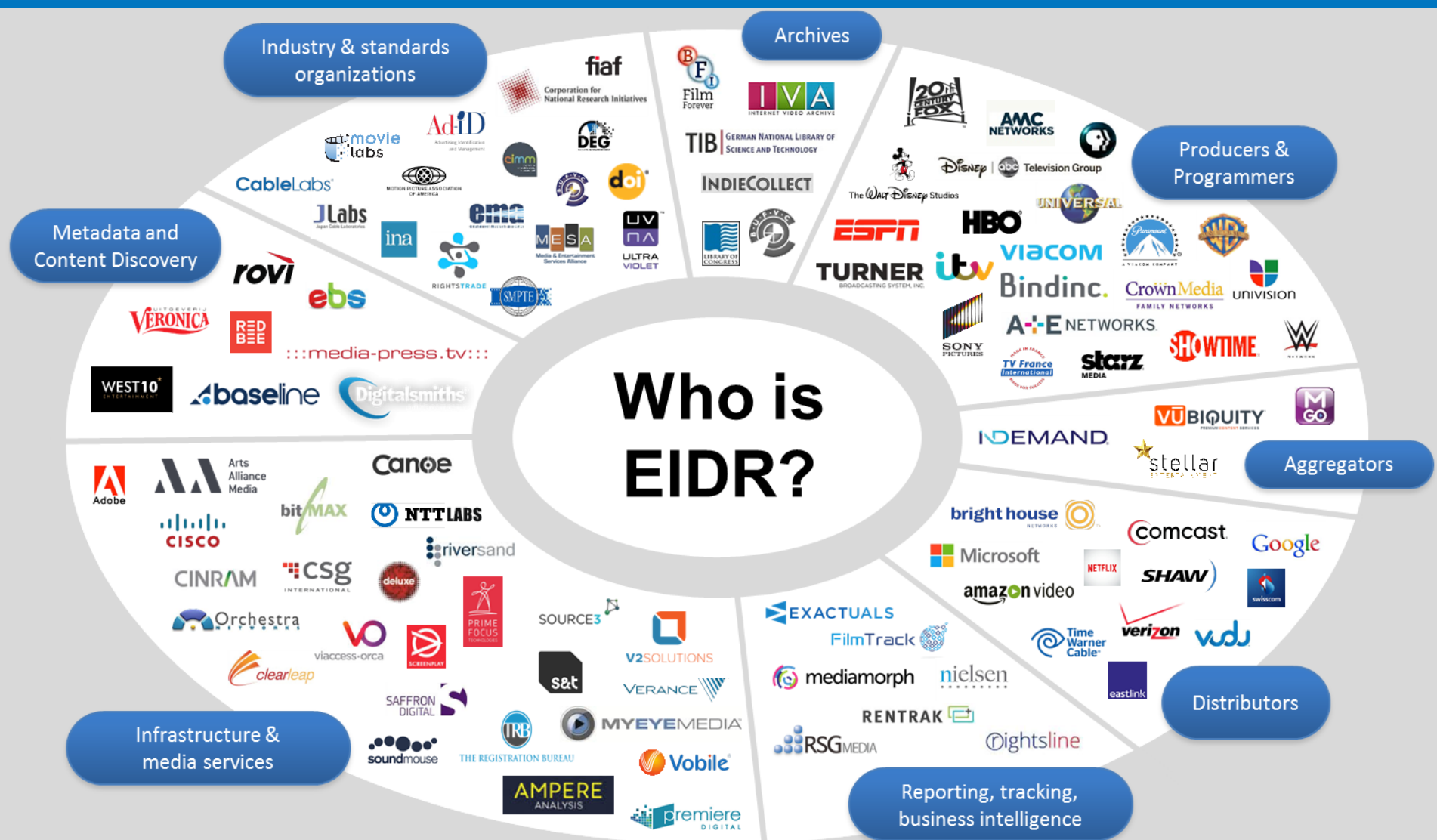
## EIDR Technology Summary

- Interoperable**, **standards-based** infrastructure
- Built on **ISO** Digital Object Identifier (DOI) standard
- Application integration through **public APIs** and schemas, freely available SDK for members
- Efficient** infrastructure for new and existing applications

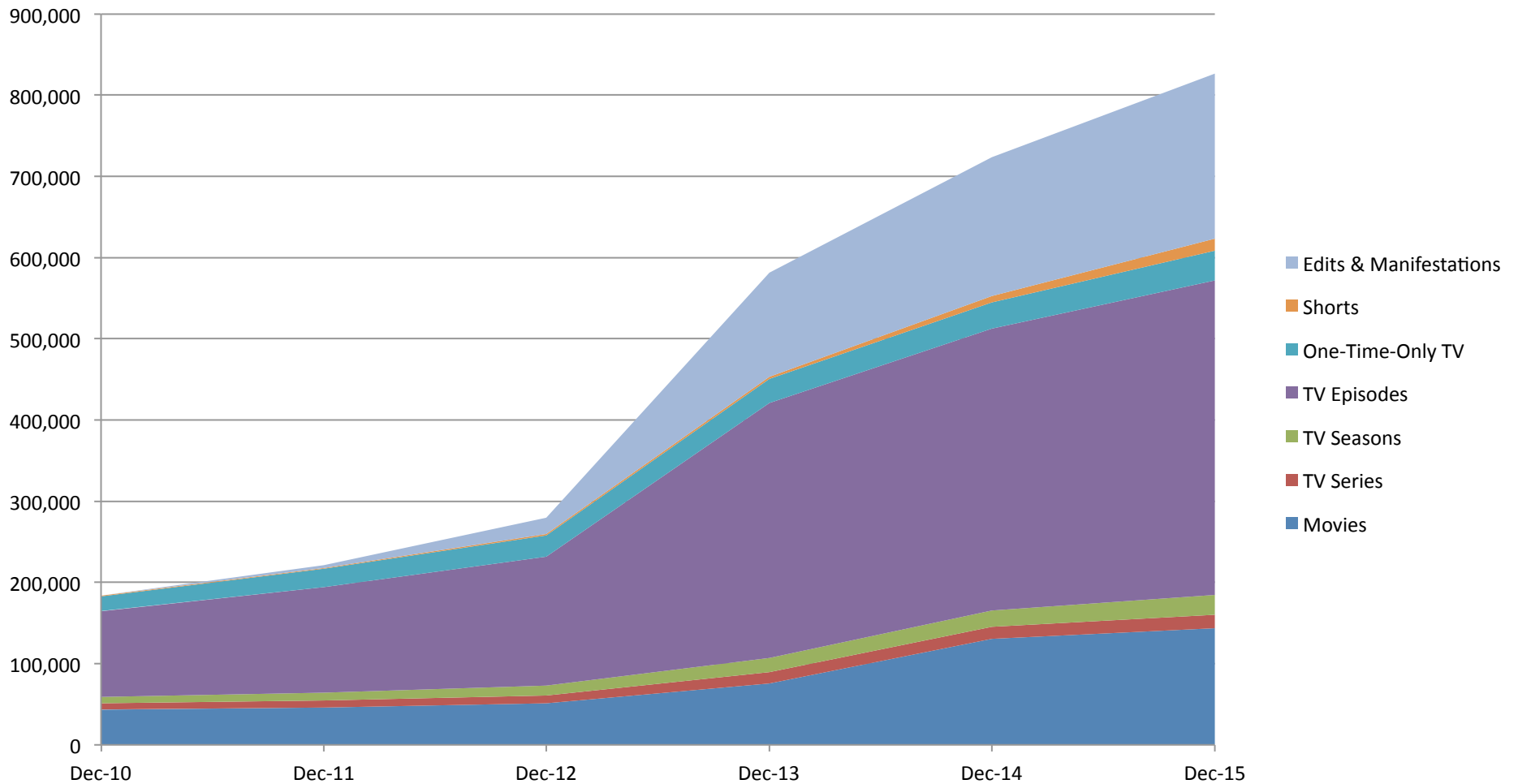


# Who is EIDR?

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# Rapid growth in 2013, 2014 & 2015



# Database overview: record types

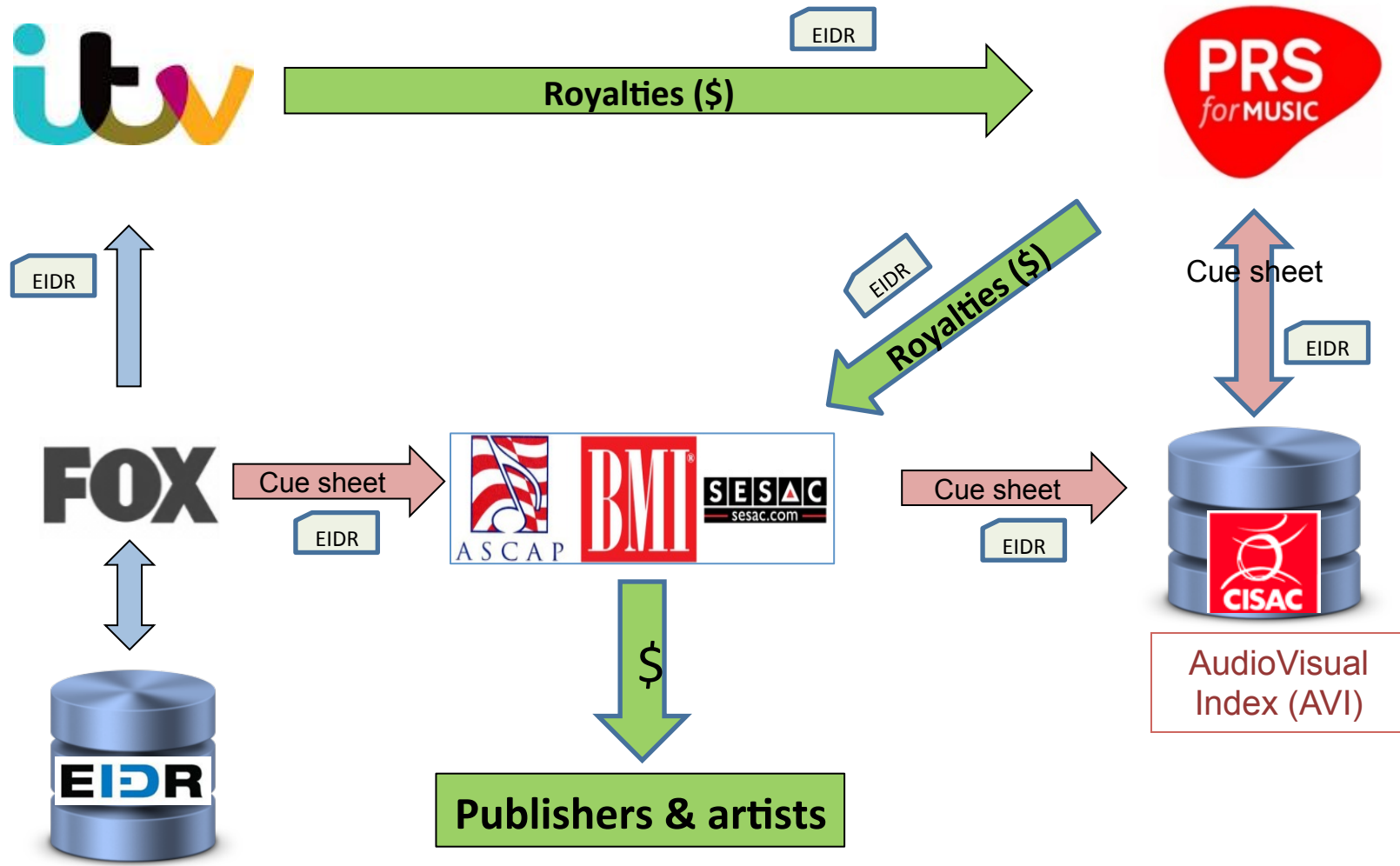
Category	Dec-10	Dec-11	Dec-12	Dec-13	Dec-14	Dec-15
Title-level records:						
Movies	43,573	45,774	51,501	75,800	130,137	143,556
Shorts	1,121	1,224	1,406	3,039	7,919	14,999
One-Time-Only TV	17,952	22,199	26,112	29,709	32,323	36,290
TV Episodes	105,891	130,284	158,371	313,328	346,458	387,467
TV Series	7,541	8,719	9,613	13,409	14,881	16,855
TV Seasons	7,837	9,486	12,197	18,082	20,804	24,374
Edits & Manifestations	0	3,460	20,701	128,379	170,965	202,705
<b>Total records</b>	<b>183,915</b>	<b>221,146</b>	<b>279,900</b>	<b>581,746</b>	<b>723,487</b>	<b>826,914</b>

**Edits & manifestations are created in commercially deployed distribution workflows.**

# What EIDR means for music

- **Audio-visual rights for film & TV**
  - Can take years to recover music royalties on AV rights
  - Complex int'l system of PRO's and distribution channels
- **EIDR is all about automating that system**
  - First distribution, then recovery
  - Put EIDR IDs in cue sheets
  - Store in all PRO databases
  - Track EIDR IDs in distribution supply chains
- **Eliminate manual matching and processing**

# Automated int'l music reporting & recovery



# What you can do

- **Publishers & artists - make sure your music is tracked with EIDR IDs in cue sheets**
- **TV & film producers**
  - Put EIDR IDs in cue sheets & PRO claims
  - Ask collection societies to accept & track them
  - Push EIDR IDs into distribution chain and scheduling data
- **Collection societies**
  - Accept & track EIDR IDs
  - Ask for EIDR IDs from producers and data vendors