

MESSA

Content Workflow
Management Forum

Zen and the Art of Transactional Efficiency

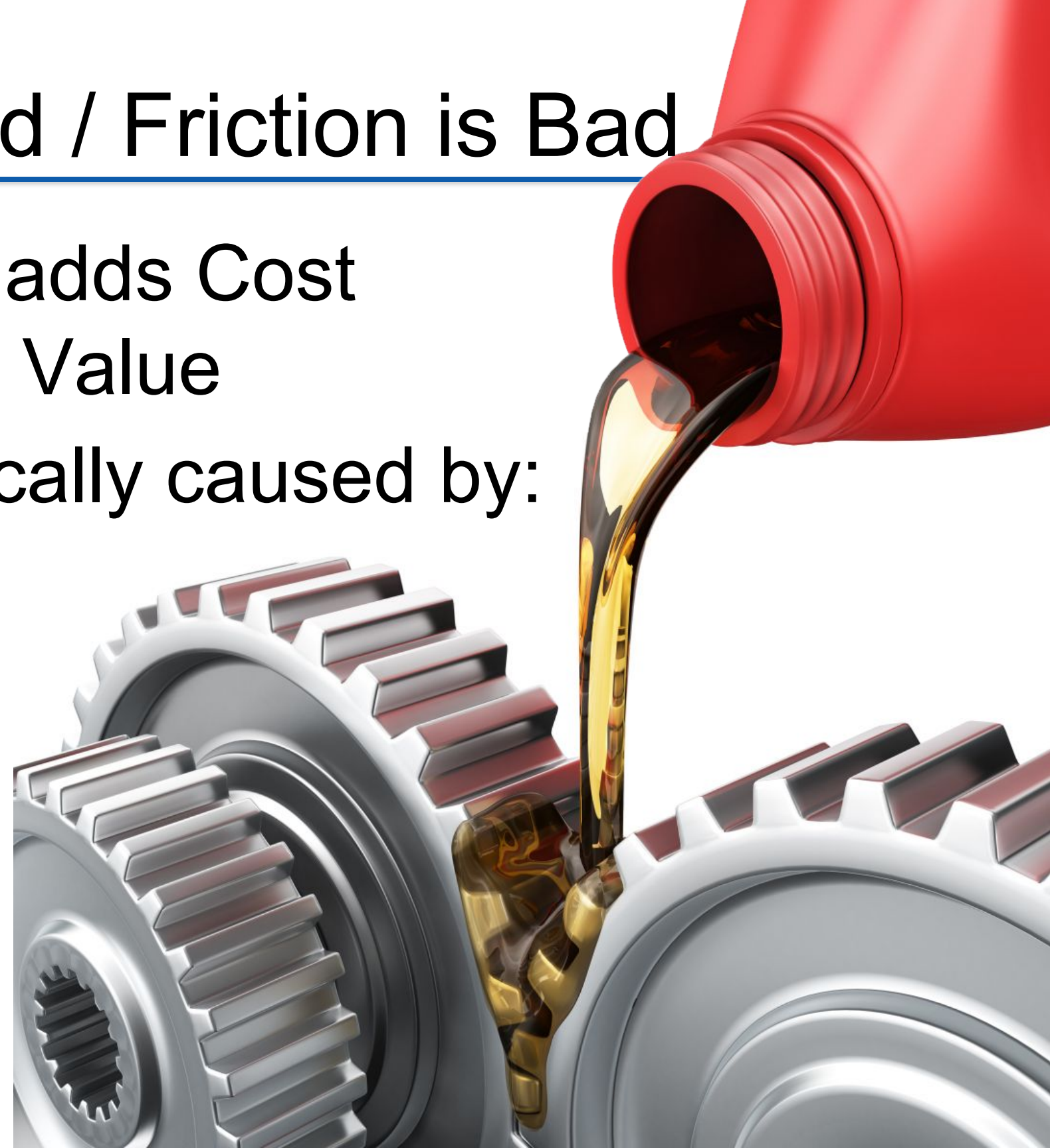
Richard W. Kroon

EIDR Director of Technical Operations

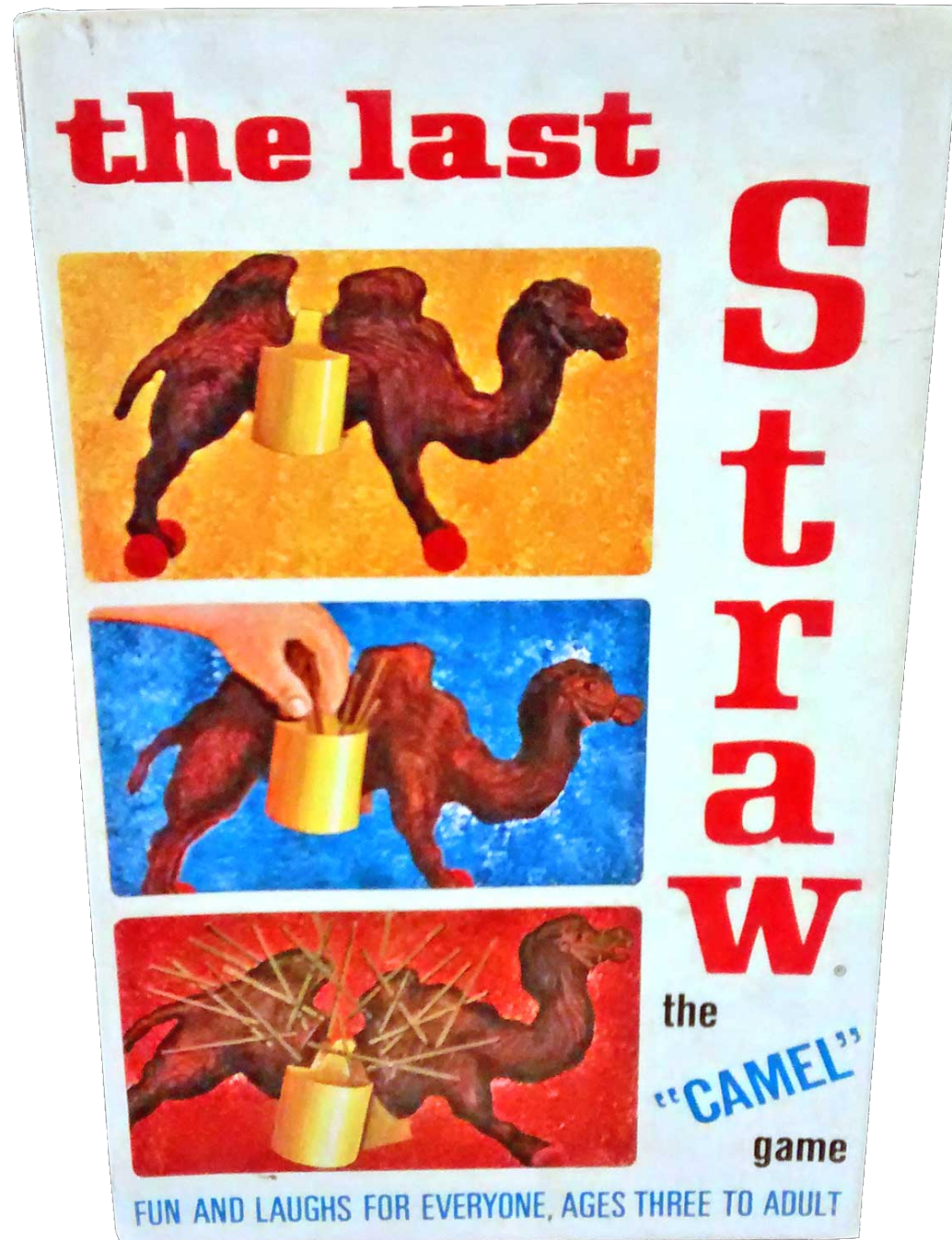
rkroon@eidr.org

Efficient is Good / Friction is Bad

- Transactional Friction adds Cost without Compensating Value
- In a supply chain, typically caused by:
 - Manual touch points
 - System boundaries
- Symptoms include:
 - Increased cycle time
 - Reduced bandwidth
 - Reduced profit



Process Inefficiencies are Cumulative



Minor issues seem small in isolation, but they cumulate...

- Within an organization
 - Across the supply chain
- ... eventually, they “break the virtual camel’s back”
- The process fails
 - Dissatisfied customers go elsewhere (B2B and B2C)

***“If you can't identify it,
you can't operationalize
or measure it;
if you can't measure it
you can't monetize it.”***



Clyde Smith
Senior Vice President Advanced Technology
Fox Network Engineering and Operations

Or, more to the point...

***“If you can’t identify it,
then what the hell?”***



Richard W. Kroon
Director of Technical Operations
Entertainment Identifier Registry Association

EIDR Identification Standards are Your Friend



Having a common understanding...

- Across different system
- Between supply chain partners

...makes all operations more efficient

- Manual
- Automated
- Manumated

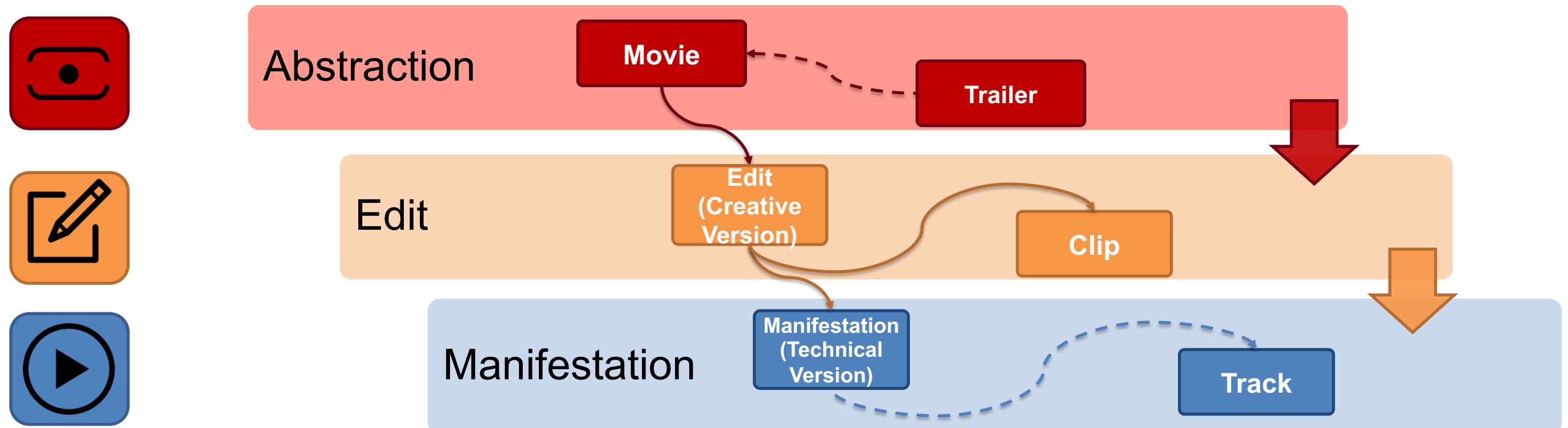
“Identification standards don’t make movies, they make delivering movies easier.”

Let's get into the weeds...



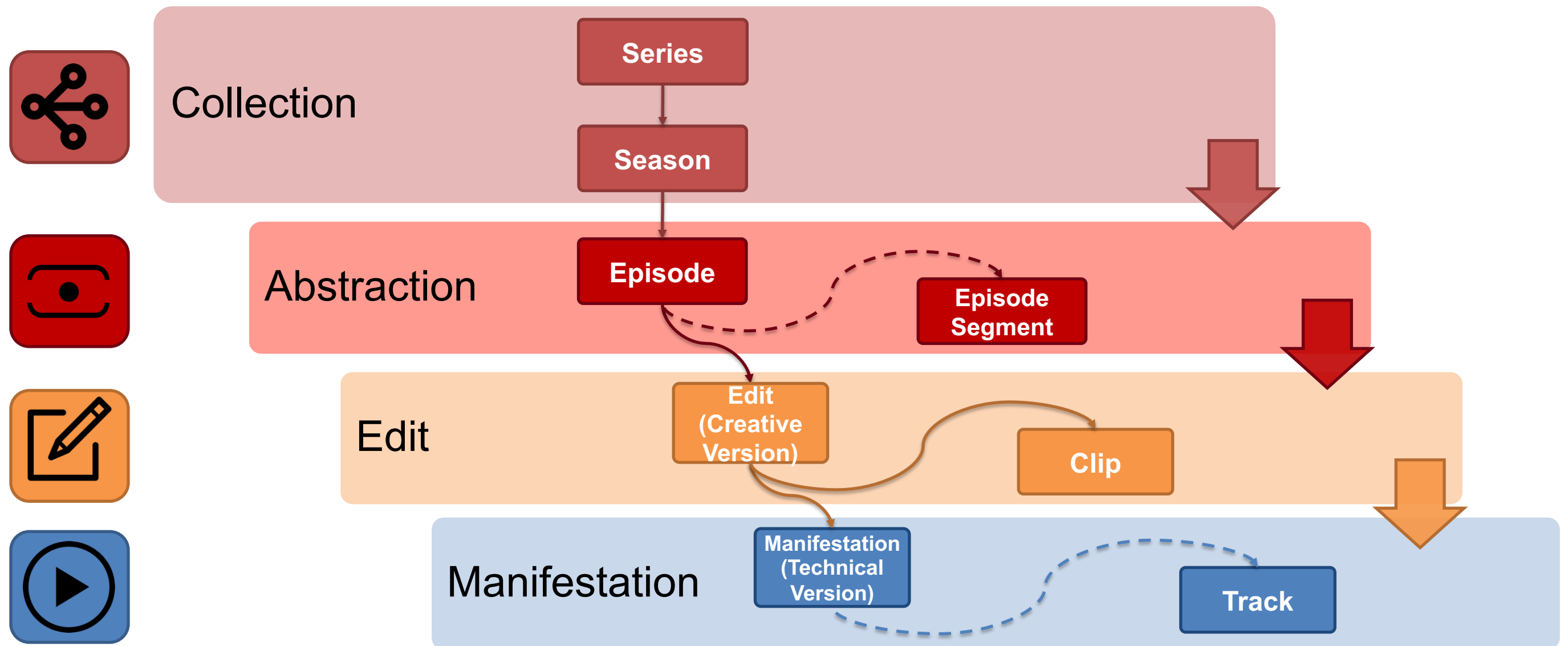
It All Begins with Content Identification

- EIDR Content IDs provide unique, unambiguous identification for works of all types and in all forms
- The smallest producer to the largest multi-national can use EIDR IDs without restriction (share & enjoy)



It All Begins with Content Identification

- Episodic have identifiers for Series and Seasons



EIDR Content Identifiers



CURRENT

Series | WandaVision | [10.5240/76E7-2A37-63FF-0A2F-1648-Y](#)Referent Type: **Series** Structural Type: **Abstraction** Publication Status: **valid** Release Date: **2021-01-15**

LESS

Season | WandaVision: Season 1 | [10.5240/F4F1-A4D5-8EDC-7639-A899-7](#)Referent Type: **Season** Structural Type: **Abstraction** Publication Status: **valid** Release Date: **2021-01-15**

LESS

Episode | Don't Touch That Dial | [10.5240/208F-6E39-4241-EB83-BD09-B](#)Referent Type: **TV** Structural Type: **Abstraction** Publication Status: **valid** Release Date: **2021-01-15****Edit** | Don't Touch That Dial | [10.5240/649F-8E82-3C0F-EED6-796A-1](#)Referent Type: **TV** Structural Type: **Performance** Publication Status: **valid** Release Date: **2019**

MORE

Episode | Filmed Before a Live Studio Audience | [10.5240/518F-2F30-96D6-6285-60EA-S](#)Referent Type: **TV** Structural Type: **Abstraction** Publication Status: **valid** Release Date: **2021-01-15**

MORE

Episode | Now in Color | [10.5240/9D07-BC1D-FC17-0C0C-529D-D](#)Referent Type: **TV** Structural Type: **Abstraction** Publication Status: **valid** Release Date: **2021-01-22**

MORE

Episode | We Interrupt This Program | [10.5240/0C1D-4153-EFBE-1F18-28D7-L](#)Referent Type: **TV** Structural Type: **Abstraction** Publication Status: **valid** Release Date: **2021-01-29**

MORE

Episode | On a Very Special Episode... | [10.5240/5E76-07FD-D49C-7967-46EE-C](#)Referent Type: **TV** Structural Type: **Abstraction** Publication Status: **valid** Release Date: **2021-02-05**

MORE

Episode | All-New Halloween Spooktacular! | [10.5240/02BE-D9B6-D304-5F2B-576C-Z](#)Referent Type: **TV** Structural Type: **Abstraction** Publication Status: **valid** Release Date: **2021-02-12**

EDIR Record Metadata

BASE OBJECT DATA

EIDR ID	10.5240/76E7-2A37-63FF-0A2F-1648-Y
Structural Type	Abstraction
Mode	AudioVisual
Referent Type	Series
Title	WandaVision <small>Lang: en Title Class: release</small>
Alternate Title	Marvel's WandaVision <small>Lang: en Title Class: AKA</small>
Alternate Title #2	Bruja Escarlata y Visión <small>Lang: es Title Class: regional</small>
Alternate Title #3	ВандаВижн <small>Lang: ru Title Class: regional</small>
Alternate Title #4	汪達與幻視 <small>Lang: zh Title Class: regional</small>
Original Language	en <small>Mode: Audio</small>
Associated Org	The Walt Disney Studios <small>ID Type: EIDRPartyID Party ID: 10.5237/D3E2-05C6 Role: producer</small>
Alternate Name	Walt Disney Studios
Associated Org #2	Marvel Studios <small>ID Type: EIDRPartyID Party ID: 10.5237/7394-6CDD Role: producer</small>
Associated Org #3	Disney+ <small>Role: producer</small>
Release Date	2021-01-15
Country of Origin	US
Status	valid
Approximate Length	PT1H0M
Alternate ID	tt9140560 <small>Relation: IsSameAs Type: IMDB</small>
Alternate ID #2	41748 <small>Domain: tvmaze.com/shows Relation: IsSameAs Type: Proprietary</small>
Alternate ID #3	85271 <small>Domain: themoviedb.org/tv Relation: IsSameAs Type: Proprietary</small>
Alternate ID #4	362392 <small>Domain: thetvdb.com/series Relation: IsSameAs Type: Proprietary</small>
Alternate ID #5	Show/239796 <small>Domain: internetvideoarchive.com Type: Proprietary</small>
Alternate ID #6	Q65980217 <small>Domain: wikidata.org Type: Proprietary</small>
Registrant	10.5237/AD45-F060
Credits	
Director	Matt Shakman
Actor	Elizabeth Olsen
Actor #2	Paul Bettany
Actor #3	Kathryn Hahn

BASE OBJECT DATA

EIDR ID	10.5240/208F-6E39-4241-EB83-BD09-B
Structural Type	Abstraction
Mode	AudioVisual
Referent Type	TV
Title	Don't Touch That Dial <small>Lang: en Title Class: release</small>
Original Language	en <small>Mode: Audio</small>
Associated Org	The Walt Disney Studios <small>ID Type: EIDRPartyID Party ID: 10.5237/D3E2-05C6 Role: producer</small>
Alternate Name	Walt Disney Studios
Associated Org #2	Marvel Studios <small>ID Type: EIDRPartyID Party ID: 10.5237/7394-6CDD Role: producer</small>
Associated Org #3	Disney+ <small>Role: producer</small>
Release Date	2021-01-15
Country of Origin	US
Status	valid
Approximate Length	PT34M
Alternate ID	tt10161310 <small>Relation: IsSameAs Type: IMDB</small>
Registrant	10.5237/AD45-F060
Credits	
Director	Matt Shakman
Actor	Elizabeth Olsen
Actor #2	Paul Bettany
Actor #3	Kathryn Hahn

EXTRA OBJECT METADATA

Episode Info	
Parent	10.5240/F4F1-A4D5-8EDC-7639-A899-7
Sequence Info	
Distribution Number	2
Episode Class	Main

Video Service Identification

- EIDR Video Service IDs provide unique, unambiguous identification for retail video delivery services:
 - Terrestrial Broadcast
 - Satellite TV
 - Cable TV
 - OTT
 - etc.

Standard DOI prefix
for EIDR Content IDs

Unique suffix
for each asset

Check
digit

10.5240/ XXXX-XXXX-XXXX-XXXX-XXXX-C

Standard DOI
prefix for Video
Service IDs

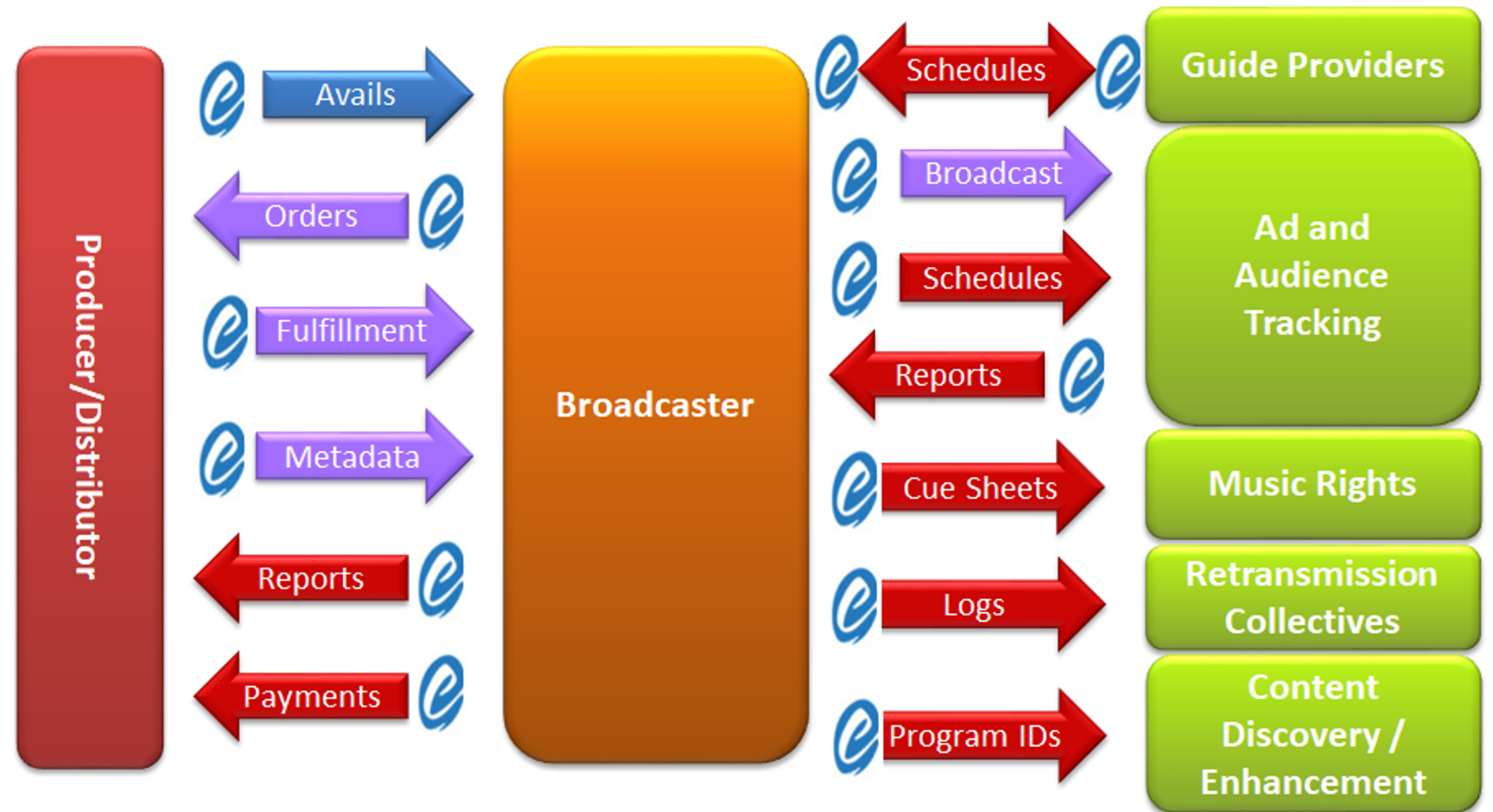
Unique suffix
for each service

10.5239/ XXXX-XXXX

EIDR Video Service Metadata

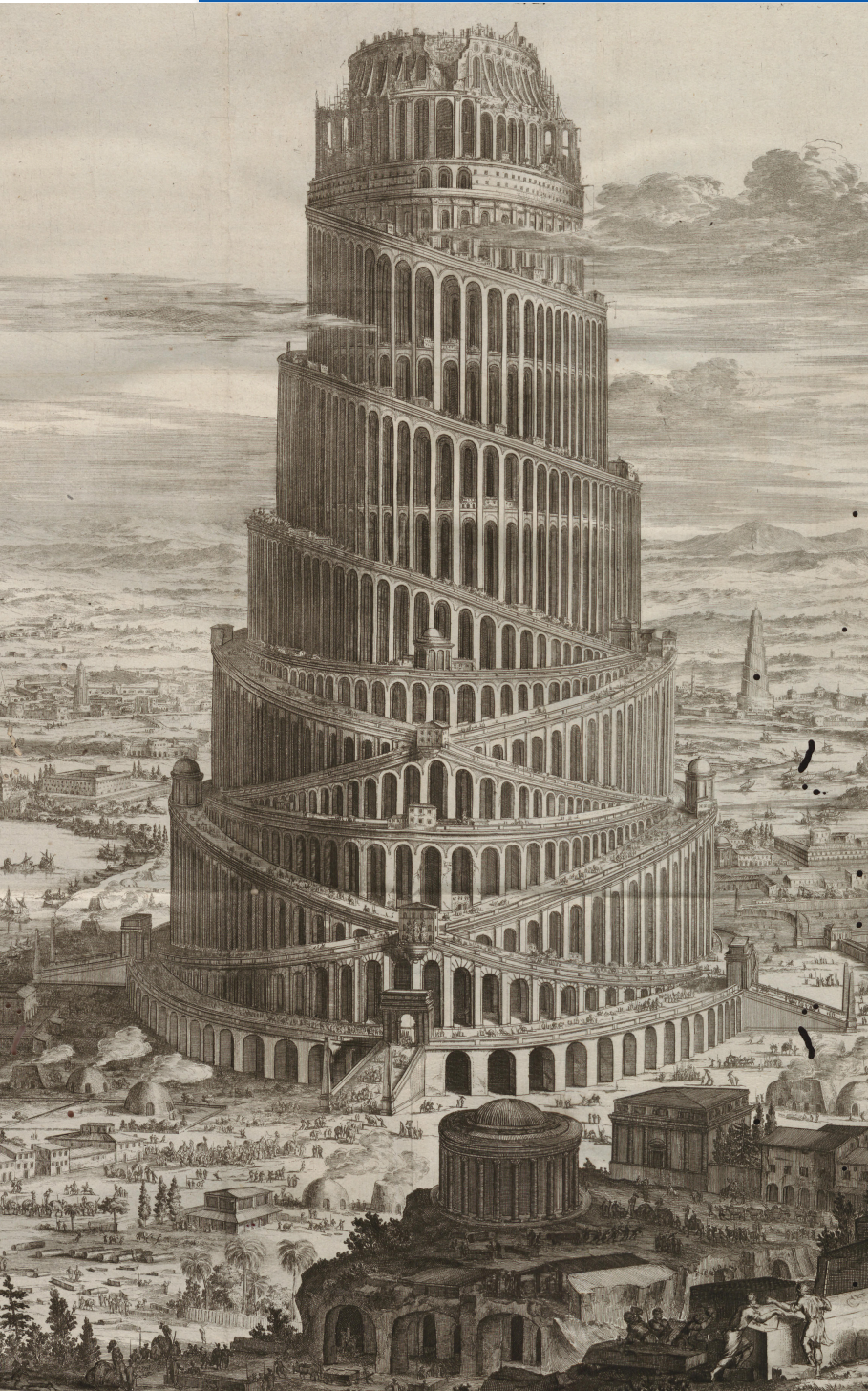
ID 10.5239/20A5-AFC3

Field / Attribute	Data
Service Name	BBC America
Alternate Service Name	BBCA
Alternate Service Name #2	BBCAM
Other Affiliation	10.5237/98D9-7882
Other Affiliation #2	10.5237/0ED1-D549
Other Affiliation #3	10.5237/68A3-01BF
Status	Active
Primary Audio Language	en
Delivery Model	Linear



EIDR IDs
 Content ID
 Content ID (optional Service ID)
 Content & Service IDs

Language Identification



“The good thing about standards is that there are so many to choose from.”

Andrew S. Tanenbaum, Vrije Universiteit Amsterdam

- LMT eliminates the confusion that has plagued language identification
- You can be as specific or as general as needed without compromise

Country & Region Identification

- Included “Free with LMT”
- Codes for every country in the world
 - DE = Germany / LI = Liechtenstein
- Codes for multi-country regions
 - 001 = World / 419 = Latin America
- Add ISO 3166-3 for “obsolete” countries
 - CSHH = Czechoslovakia / SUHH = USSR



To Recapitulate in Summary

- Supply chain transaction friction is cumulative
- Transactional friction affects:
 - All companies, large and small
 - All supply chains from creation through consumption
- Adopting shared identification systems:
 - Eliminates common points of friction
 - Make the entire supply chain more efficient
 - Applies to manual and automated workflows

For More Information

EIDR (Content & Video Service IDs)

- eidr.org (about) / ui.eidr.org (search the EIDR registry)

LMT (Language Metadata Table)

- mesaonline.org/language-metadata-table

Country Identifiers (ISO 3166-1 & 3166-3)

- www.iso.org/iso-3166-country-codes.html

Region Identifiers (UN_M.49)

- unstats.un.org/unsd/methodology/m49/



Click NOW
For More Info!

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Thank You

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