



Benefits from EIDR in Standard Avails



CONTENT AVAILABILITY
METADATA
"AVAILS"



MEDIA MANIFEST

Standard inputs (avails and manifest) linked with a standard identifier unlocks...

Reduce avail cycle time, Reduce defect rate, Improve transactional reporting, Reduce ingestion cycle time, Reduce ingestion costs, Reduce contact rate, Improve SLAs, ... *20x Improvement* Optimize user experience... *30x*



New Development This Week

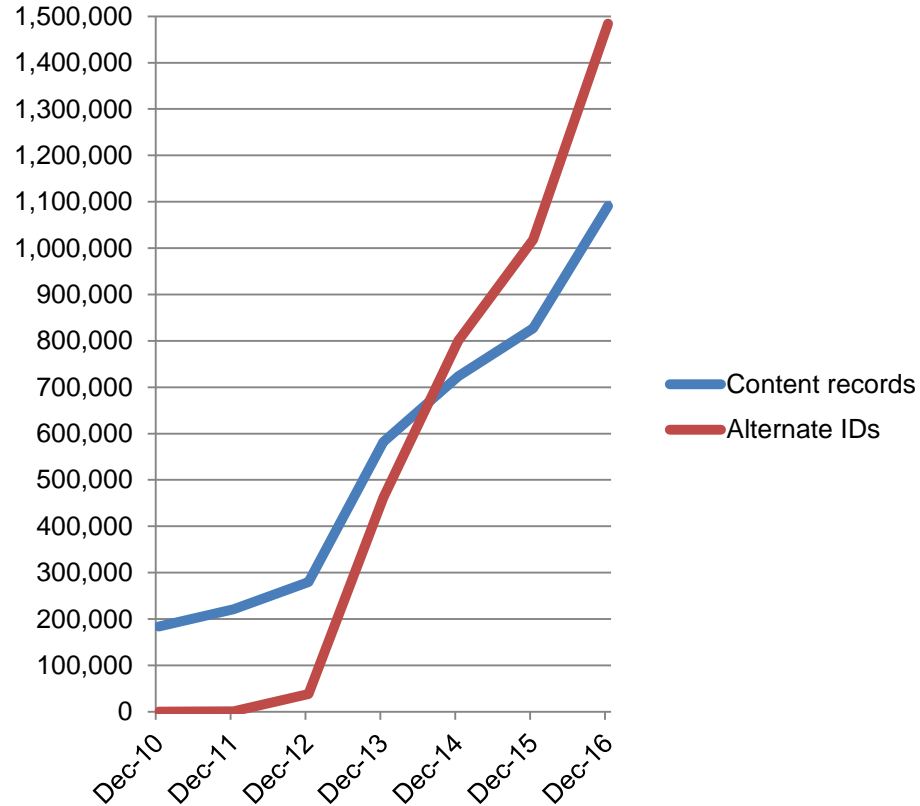


Round Trip Workflow for Financial Reporting

- Google has announced that YouTube Transactional reports have been improved to include the EIDR ID when that number is provided in an Avail.
- This marks the completion of the EIDR “round trip,” where the EIDR ID is used in the initial publishing of the Avail for a piece of content all the way through to financial reporting on the performance of the content.
- Transactional reports will include both the EIDR Title ID and the EIDR Edit ID if provided to that level of granularity by the content supplier.



Alternate IDs in EIDR





EIDR Alt-ID – Cross-Ref to Value-Add Databases

EIDR

THE MIGHTY MACS

EIDR ID 10.5240/23D3-F3B7-9F7D-213B-6E9A-3



EIDR Alt-IDs

TOMATOMETER 46%
Average Rating: 9.4/10
Reviews Counted: 50
Fresh: 23
Rotten: 27

CRITICS 64%
Average Rating: 3.7/5
User Ratings: 3,992

ADD YOUR RATING
WANT TO SEE NOT INTERESTED
Add a Review (Optional)

Alternate ID #7
771245720
Domain: flixster.com

The Mighty Macs (2009) ★ 6.5
18 29min Drama, Sport 23 October 2011 (USA)

1 VIDEO | 22 IMAGES

Alternate ID #3
tt1034324
Type: IMDb

Alternate ID #6
990857
Type: IVA

The Mighty Macs Trailer (2011)

CLICK HERE TO SEE THIS AND OTHER HOT TRAILERS SENT TO YOU BY

Alternate ID #10
0000-0003-80AE-0000-D-0000-0000-Z
Type: ISAN

ISAN 0000-0003-80AE-0000-D-0000-0000-Z
MIGHTY MACS (THE) (2009 - 99 min)

Title information			
Title	MIGHTY MACS (THE)	Language	ENG
		Original	Yes
Core information			
Type	Feature Film	Year of reference	2009
Duration	99 min		
Participants information			
Type	Firstname / Lastname		
Director	Tom Chambers		
Actor	David Boreanaz		

Alternate ID #4
B007INTOSY
Domain: amazon.com



The Mighty Macs 2011 G CC
Amazon Video
\$9⁹⁹ - \$12⁹⁹ Buy

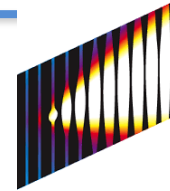


EIDR in Analytics and Business Intelligence

EIDR



10.5240/23D3-F3B7-9F7D-213B-6E9A-3



SONY PICTURES

S&P Global Market Intelligence

