EIDR in Rights Management

November 2014
What EIDR does and doesn’t do

• EIDR doesn’t know about rights
  – It identifies works
  – It cross-references other identifiers

• Identifiers make it easier for parties to communicate
  – Especially if machines are doing the communication
  – Internet-based transactions want to be automated

• Identifiers connect things, reduce errors, minimize confusion
  – For rights, as well as all the subjects covered this morning
EIDR members and rights management

• Producers, broadcasters
  – They often have their own music rights
  – They license things, outbound and inbound
  – They have to distribute to other rights holders

• Archives
  – Need rights information for programs to make content more generally available
  – Participate in Orphan Works projects

• EIDR members providing rights-oriented services
  – FilmTrack, RightsLine, RightsTrack

• Ongoing activity in cue sheets
  – Inside the studios and producers
  – Support being added to tools used in that supply/distribution reporting chain
Use cases

• Identification
  – If you don’t know what it is, you can’t figure out the rights
  – Versions are especially important
  – Music changes, extended editions, voice talent for dubbing, etc.

• Determination of Orphan Works
  – Special case of searching for rights holders

• Rights Recovery

• Using EIDR ID in communications about licenses
  – See Google and Microsoft examples from earlier presentation
  – RDI implementation example
  – Possible projects with UK Copyright Hub
Reminder: EIDR movie hierarchy with multiple versions

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<table>
<thead>
<tr>
<th>Titles (Abstractions)</th>
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<tbody>
<tr>
<td>Movie (EN)</td>
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<table>
<thead>
<tr>
<th>Edits (Performances)</th>
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<tr>
<td>IsEditOf</td>
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<tr>
<td>Theatrical (Domestic Cut)</td>
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<tr>
<td>Home Entertainment (Regional Censored Cut)</td>
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<td>Home Entertainment (Director's Cut)</td>
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<table>
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<tr>
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<td>IsManifestationOf</td>
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<td>Domestic Cut w/Orig Language Aud (EN) DCP</td>
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<tr>
<td>Regional Cut w/ Audio (RU) UVVU APID</td>
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<tr>
<td>Regional Cut w/ Aud (RU) ProRes Mezz</td>
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<tr>
<td>Regional Cut w/ Aud (EN, FR, SP) Sub (FR) ProRes Mezz</td>
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<tr>
<td>Director's Cut w/ Audio (RU) ProRes Mezz</td>
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<tr>
<td>Director's Cut w/ Aud (EN, FR, SP) Subs (FR) ProRes Mezz</td>
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Identifying

- EIDR identifies exactly identifies the item
- But you may not have an EIDR ID
  - Look for the identifier you have in the Alternate IDs
  - Searching by title has the usual problems, of course
- What you can discover
  - A Studio ID lets you know whose hands it has passed through
  - A metadata provider ID can give you full cast and crew, etc
  - Archives often have supporting material, copyright information, etc.
- If the version you have is not present in EIDR, another version ID can be created
## Alternate IDs

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<tr>
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<th>Volume</th>
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<tbody>
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<td>ISAN</td>
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<td>IMDb</td>
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<td>Flixster/Rotten Tomatoes</td>
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<td>Baseline</td>
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<td>Veronica</td>
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<td>Red Bee</td>
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<td>The Cinema Source</td>
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<td>Amazon</td>
<td>17,913</td>
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<td>ITV (2 kinds)</td>
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<td>NBCUniversal</td>
<td>13,854</td>
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<td>BFI</td>
<td>5900</td>
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</table>
Reminder: Aggregating Metadata

- Reviews
- Comments from Friends
- Vendor Metadata
- Studio Metadata
- Cast Bios & Filmography
- Related Product Offers
- EIDR
- rovi
- WATCHWITH
- baseline
- digitalsmiths
Reminder: EIDR episodic hierarchy

Series (Abstractions)

Seasons (Abstractions)

Episodes (Abstractions)

Edits (Performances)

Manifestations (Digital)

Similar Hierarchy Here

Season 1

IsSeasonOf

Season 2

IsSeasonOf

Episode 1

IsEpisodpeOf

Episode N

IsEpisodpeOf

Broadcast Edit

IsEditOf

Broadcast Edit

IsEditOf

Broadcast Edit

IsEditOf

Promotional Clip

IsClipOf

Promotional Clip

IsClipOf

Retail EST (EN, FR)

IsManifestationOf

Retail EST (EN, FR)

IsManifestationOf

Retail EST (EN, FR)

IsManifestationOf

Social Upload

IsPromotionFor

UGC Upload

IsPromotionFor

Season 2 Trailer

IsPromotionFor
Rights recovery

Claims & cue sheets

EIDR

$10

Broadcast data

EIDR

Scheduling data

EIDR

EIDR

EIDR

EIDR

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EIDR

EIDR
Summary

• The connected world requires automation
• Automation requires identifiers
• Identifiers are most useful when
  – Most things have them
  – Most systems understand them
  – They connect to other identifiers