EIDR
Entertainment Identifier Registry

EIDR in Rights Management

November 2014

EIDR
Entertainment Identifier Registry

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

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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 progrms 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/distirbutionreporting 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

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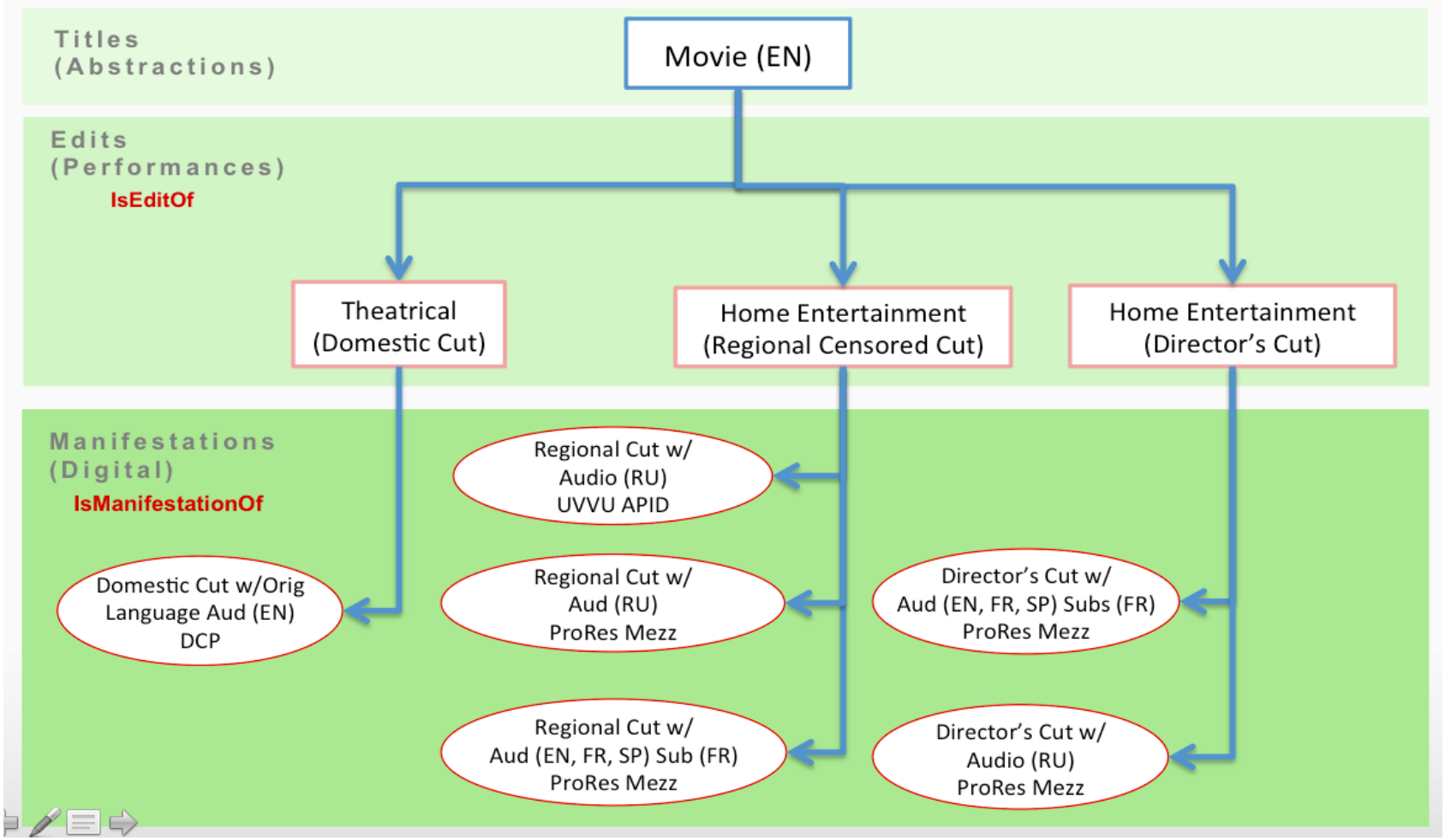
Reminder: EIDR movie hierarchy with multiple versions



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

Type	Volume
Sony	201,358
Warner Bros.	112,054
ISAN	79,645
IMDb	77,551
Flixster/Rotten Tomatoes	71,340
Baseline	65,341
Veronica	30,803
Netflix	27,255
Red Bee	25,928
The Cinema Source	20,942
Amazon	17,913
ITV (2 kinds)	14,456
NBCUniversal	13,854
BFI	5900

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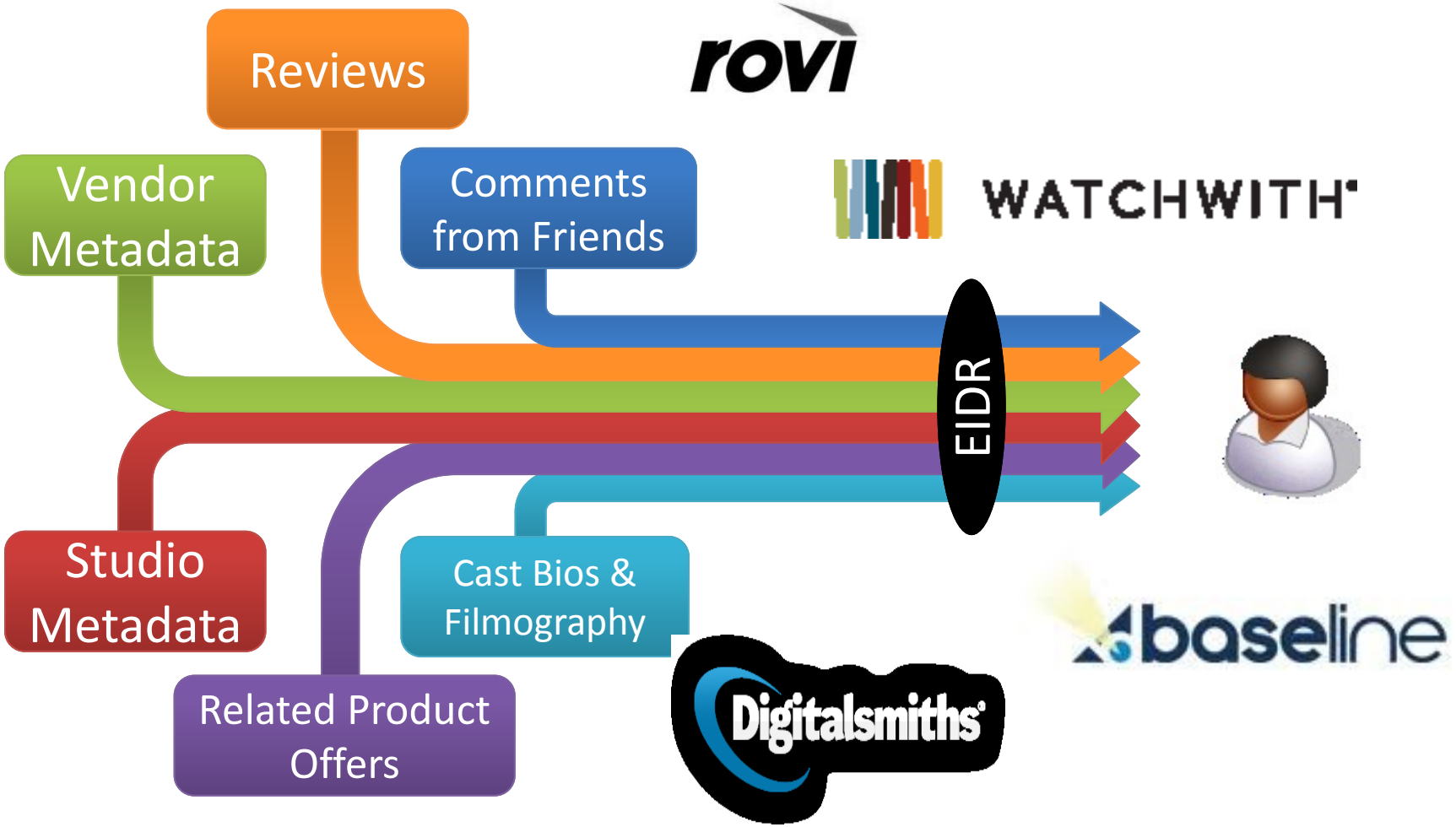
Reminder: Aggregating Metadata



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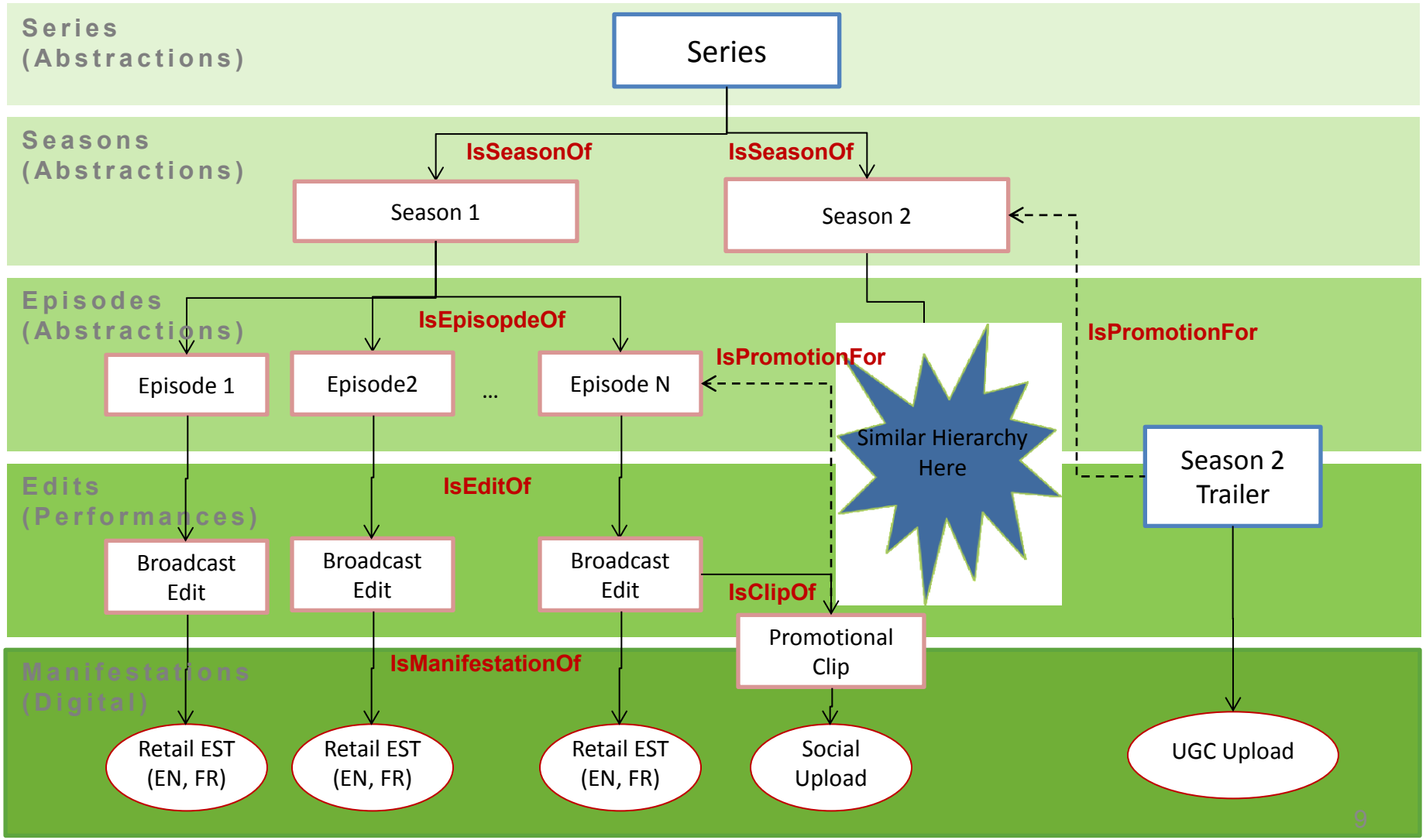
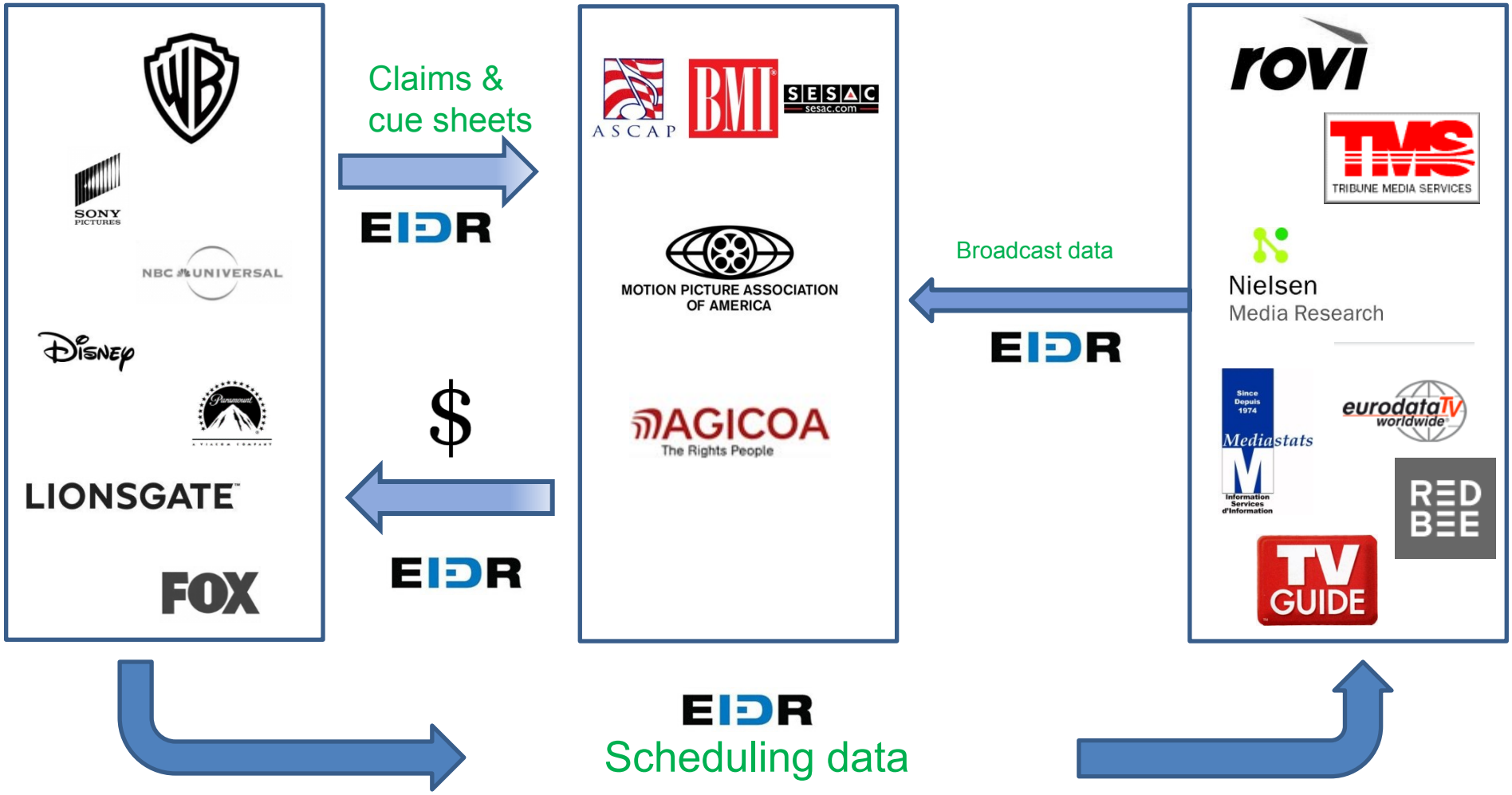
Reminder: EIDR episodic hierarchy



Rights recovery



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