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DDEX Teams with EIDR to Streamline Metadata Standards

New partnership between standards bodies will collaborate on new, more efficient methods to optimize universal identification and tracking between Music and Film/TV Industries

Nashville, TN - May 6, 2019 – DDEX, the international standards-setting organization dedicated to improving the exchange of data and information across the music industry, and the Entertainment Identifier Registry (EIDR), the global, non-proprietary source of universal unique identifiers for digital distribution of movies and television assets, today announced a partnership aimed at streamlining the use of metadata standards in the music and film/TV industries.

The organizations will work together to help increase supply chain efficiencies and enable value added services in the film and TV industries by aligning on a variety of universal identification and tracking issues such as cue sheet standards, finding common language to express relationships between visual media and sound recordings, and ensuring that metadata about music in films and TV programs is sufficiently robust for the various business interactions between the two industries.

“With the massive success of film soundtracks like *A Star Is Born* and *Bohemian Rhapsody*, alongside the explosion of music usages in TV and film, it simply makes sense for the music and visual industries to collaborate on establishing a common language,” said Mark Isherwood, Secretariat of DDEX. “The ultimate goal is always to get rights-holders paid fairly in the most efficient way possible. This partnership with EIDR will go a long way toward ensuring exactly that.”

“Music synchronization is an inseparable part of film and TV production. This partnership will have a truly significant impact on all rights-holders,” said EIDR Executive Director, Will Kreth. “It may seem trivial to agree on standard IDs and common wording, but you can’t effectively measure or monetize what you can’t easily identify - and the truth is, even small inconsistencies can hold up payments of sync rights. We are excited to work with DDEX to make the whole process more efficient on all sides.”

EIDR’s distinctive identifiers can be easily placed as metadata within audio-visual objects across a wide variety of content, including film, SVOD and OTT, digital content and television (shows, seasons and episodes). The accompanying metadata includes titles, primary credits, edit details and technical details, enabling users to positively and precisely ID content, thus mitigating legacy inefficiencies within cross-platform media workflows, such as time-consuming title matching and identification.

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About EIDR

EIDR (Entertainment ID Registry) is a universal identifier system for movie and television assets built to enable the automation of entertainment commerce and to increase the availability of quality data for analytics and business intelligence. EIDR provides a highly curated database that addresses commercial workflows by uniquely identifying assets ranging from top level titles to edits, digital encodings, clips and franchises. EIDR IDs are already in commercial use in various reporting and cross-platform measurement applications. For further information, visit eidr.org.

About DDEX

Formed in 2006, DDEX is an international standards-setting organization made up of leading media companies, music licensing organizations, digital service providers, and technical intermediaries that is dedicated to improving the exchange of data and information across the music industry. To support the automated exchange of information along the digital value chain, DDEX has standardized the format in which information is represented in messages and the method by which the messages are exchanged between business partners. These standards help rights holders, retailers, and technical intermediaries to more effectively communicate information along the digital supply chain. This leads to efficient business transactions, reduced costs, and increased revenues for all sectors involved. DDEX standards are developed and made available for industry-wide implementation. For more information, visit www.ddex.net.