

Quarterly Newsletter of the Entertainment Merchants Association

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9th Year for EMA's Independent Product Market & Home Entertainment Awards

Eleven independent studios and 15 retail and distribution companies participated in the 9th annual Independent Product Market March 28-29 at the Marina del Rey Marriott. Attendees had two days of pre-scheduled meetings and were also able to show their ping pong, pool, Jenga and dart skills at the end-of-day day cocktail party.

To bring the entire industry together at one annual event, the Independent Product Market will become part of the Los Angeles Entertainment Summit starting next year.

This event also celebrates outstanding content from the independent content community. This year's award recipients were:

Sell-Through Title of the Year from an Independent Studio

Ip Man 3 from Well Go USA Entertainment

Rental Title of the Year from an Independent Studio

The Infiltrator from Broad Green Pictures

Direct-to-Video/Limited Release Title of the Year from an Independent Studio

The Wailing from Well Go USA Entertainment

Documentary/Special Interest Title of the Year from an Independent Studio

O.J.: Made in America from Cinedigm

Hall of Fame Inductee (recognizing a title that continues to perform well year-after-year)

The Carol Burnett Show: Carol's Favorites from Time Life/WEA



EMA's Mission

To protect the rights of, foster the health and vitality of, and provide a forum for those engaged in the sale, rental, and/or commercial delivery of video or video game content to consumers through physical media or over-the-top Internet-based delivery.

NAVD Business Sessions

The NAVD Council, comprised of Alliance Entertainment, Baker & Taylor and Ingram Entertainment, held its annual NAVD Business Sessions one-day event of meetings with five of the major studios. It took place on March 30, 2017, at the Marina del Rey Marriott.

EMA adds Resources to Accelerate Digital Supply Chain Initiatives

During CES in Las Vegas (January 5, 2017) EMA announced the addition of Eric Hanson to its team as Digital Media Industry Evangelist. Eric will provide oversight and program management for initiatives aimed at streamlining the digital supply chain for video content between the content providers and retailers.

Eric is a veteran of the digital media industry with more than 15 years experience leading strategic planning, operations and process engineering functions for some of the most prominent players in the digital media industry, including Microsoft, Intel and Amazon. Sean Bersell, Senior VP of Public Affairs at EMA said, "Given the multitude of initiatives, we realized we needed to bring in additional resources to shepherd the projects and assist in promoting adoption. Eric has a passion for content operations and for delivering on the vision of an efficient and streamlined digital supply chain. We're very excited to have him on the team."



Eric Hanson



Los Angeles Entertainment Summit Announces Co-Chair, Golf Tournament & Classic Hollywood Soirée



Bill Sondheim

Bill Sondheim, President of Cinedigm Entertainment, will co-chair EMA's 2017 Los Angeles Entertainment Summit July 17-19 at The Loews Hollywood Hotel. Sondheim, a veteran home entertainment executive, will serve alongside co-chairs Mark Fisher, President & CEO of EMA, and Mark Horak, founder of LAES.

"Bill Sondheim is a true industry leader, one who is admired and looked up to by his colleagues," noted Mark Fisher, President & CEO of EMA. "He understands the importance of LAES as a forum for the industry to come together and do business, and we look forward to having him help guide this year's event."

Again this year, the annual charity golf tournament will be held at the Wilshire Country Club on Monday, July 17, and will benefit the Cystic Fibrosis Foundation. The Wilshire Country Club is one of the finest private golf clubs in the nation. Founded in 1919 and set in the historic Hancock Park area of Los Angeles, it is conveniently located less than three miles from the Summit headquarters at the Loews Hollywood.

This year's Tuesday night Industry Celebration will be held at the NeueHouse Hollywood – located in the landmarked 1938 CBS Radio Building on Sunset Boulevard. "Summit attendees will celebrate both classic and today's Hollywood and enjoy the networking that has made

this event so successful each year," said Fisher. "The evening will also feature our annual Silent Auction and other fundraising activities benefitting the Cystic Fibrosis Foundation."

For more information on the Summit and a variety of sponsorship opportunities go to www.entmerch.org/LAES or contact Carrie Dieterich, SVP, Strategic Initiatives, at cdieterich@entmerch.org or 818-385-1500, ext. 227.



Wilshire Country Club



NeueHouse Hollywood

EMA's Game Retailing and Digital Video Retailing Councils Meet

EMA's Game Retailing Council met in Scottsdale, AZ on February 27. The Council was joined by representatives of several video game publishers.

The Transparency Subcommittee of the Council reported on the need for digital sales data transparency through regular reporting of sales from a representative sample of retailers. The NPD Group made a presentation on its video game sales data reporting program and noted its desire to expand the number of retailers participating. The Transparency Subcommittee will continue to work towards industry-wide digital sales data transparency.

The Roles & Responsibilities/Timelines Subcommittee discussed its efforts to identify shared processes in the digital video game distribution supply chain, and the inefficiencies therein. The Subcommittee made a number of recommendations for improvement in the digital supply chain and will work toward implementing them.

The Council also has a Glossary Subcommittee, which is working to standardize terminology across the industry. The Game Retailing Council will next meet in Los Angeles during E3 in June.

EMA's Digital Video Retailing Council met in Los Angeles on March 22. At its meeting, the Council discussed a variety of topics, including "the buy button," 4K messaging, digital supply chain initiatives, the EMA online video repository, digital POS reporting and cross-platform extras. After a morning of internal discussion, the council shared its views on these topics with studio representatives.

EMA Event Photos



IPM Home Entertainment Awards - March 28, 2017

L-R: Bob Webb/Ingram Entertainment, Mark Fisher/EMA, Tom Hemesath/Time Life, Dan Coyle/Cinedigm, Jason Pfardrescher/Well Go USA, Steve Nickerson/Broad Green Pictures, Cameron Douglas/Fandango



Digital EMA's Innaugural VR Salon - April 3, 2017

Sponsored by 3rdi QC
Photo by Gregg Katano

Digital EMA Update

Avails Event for EMA Retailers and Service Providers: On March 21, digital video retailers and rights management-focused service providers convened in Los Angeles for a session hosted by EMA and dedicated to addressing challenges in managing and processing avails data. The event included a working session among retailers with topics including avails data quality, rights communication for SVOD and updates to the EMA Avails Spec in version 1.7. Following the working session, service providers with avails related offerings presented their solutions to retailers for feedback. Eric Hanson, EMA Digital Media Industry Evangelist said, "Thanks to strong collaboration and innovation over the last two years the industry has made great progress with avails. We're excited about continuing this cross-industry partnership with events like this one to achieve ever higher degrees of automation and integration for the digital supply chain."

EMA Kicks-off Digital Supply Chain Focused Working Groups For 2017: In February, the EMA kicked off its 2017 activities of three working groups focused on reducing operational costs, improving efficiency and reliability of the digital supply chain for video content. Specific groups include: 1) avails and rights management, 2) content ratings for international distribution, and 3) display and media manifest metadata. Each of the groups held working sessions in February to confirm members, define initiatives and meeting schedules. Some of the projects initiated include: collecting and reconciling data about ratings systems in use by retailers worldwide, developing television use cases and best practices for the media manifest specification, developing an avails specification to support subscription video on demand (SVOD) and providing support for the adoption of v1.7 of the EMA Avails Specification. Additional working groups will reboot efforts this spring to focus on artwork specifications and metadata and QC nomenclature standards.

EMA Participated in Smart Content Summit: On March 9, the Media & Entertainment Services Alliance (MESA) hosted the Smart Content Summit in Los Angeles. At the event, EMA's Eric Hanson participated as a presenter and panelist in the popular Metadata Madness Luncheon focused on how data and new AI technologies are transforming the entertainment supply chain. "One of the fundamental components to automating and streamlining the digital supply chain is consistent, structured and accurate metadata about rights, assets and titles. We're thrilled to once again contribute to MESA's Smart Content Summit and cross-industry efforts associated with metadata." said Mark Fisher, EMA President & CEO. Now in its third year, the Smart Content Summit provides an update on best practices, industry data initiatives and the tools used to make content more identifiable, accessible and useable.

EMA Scholarship Foundation To Honor Fandango President Paul Yanover and VUBIQUITY EVP Michele Edelman



Michele Edelman

Paul Yanover, President of Fandango, and Michele Edelman, Executive Vice President of Marketing and Content Strategy for VUBIQUITY, will receive awards from the EMA Scholarship Foundation for leadership in the entertainment industry and service to the community, respectively.

The awards will be presented at the annual EMA Scholarship Foundation luncheon on May 19 at the Universal Sheraton in Universal City, CA.

Paul Yanover's award recognizes his leadership and contribution to the entertainment industry, where at Fandango he has made discovering movies, purchasing movie tickets and watching movies at home and on-the-go easier than ever before. He's created an integrated digital network that serves consumers throughout the movie life cycle, including Fandango's premium on-demand video service, FandangoNOW.

"Paul Yanover has made Fandango into the ultimate destination for movie fans, by building a digital network to meet all of their movie needs, including a service for downloading and streaming movies and television shows," said Mark Fisher, President & CEO of EMA. "And he continues to expand the reach of Fandango globally."

Michele Edelman is being honored for her work for the betterment of our community. She currently sits on the Executive Advisory Board for the Harrington School of Communications at The University of Rhode Island, the groundbreaking school founded by Richard Harrington, former CEO of Thomson Reuters, and previously served on the National Board of Directors for GLAAD, the organization that rewrites the script for LGBTQ acceptance and tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change.

"Michele Edelman represents the best of the industry in her service to the broader community," noted Fisher. "She is an incredibly busy and accomplished professional, yet makes the time to contribute her knowledge and skills to advance the well-being of society."

Since its inception in 1987, the EMA Scholarship Foundation has provided hundreds of students the opportunity to pursue higher education and achieve their academic and career goals by distributing over \$1 million dollars in awards.

Our annual Honors Luncheon not only raises the essential funds for this scholarship fund, it also allows us to fittingly honor inspiring leaders in our home entertainment community and those in our community who have made substantial contributions to worthwhile societal organizations.



Paul Yanover

For more information and tickets, go to www.entmerch.org/scholarship/honors.



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Mark Your Calendar: Upcoming EMA Events



Digital EMA Annual Forum as NAB

April 25 – Embassy Suites Convention Center, Las Vegas



Digital EMA Salon

May 15 – Hecho en Dumbo, The Bowery, New York



EMA Scholarship Honors Luncheon

May 19 – Sheraton Universal Hotel, Universal City, CA



Los Angeles Entertainment Summit

July 17-19 – Loews Hollywood Hotel, Los Angeles



Digital EMA Annual Forum as LAES

July 18 – Loews Hollywood Hotel, Los Angeles



Digital Media Pipeline LA

September 26 – Skirball Cultural Center, Los Angeles



Digital Media Pipeline NY

November 2 – Helen Mills Theater, New York

For event sponsorship information, contact Carrie Dieterich at cdieterich@entmerch.org or 818.385.1500 x227.