

Newsletter of the Entertainment Merchants Association

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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.

**Applications for the
EMA Scholarship Award
Are Currently Being
Accepted**



The EMA Scholarship Program is one of the most enduring benefits offered to EMA members. It affords member companies the opportunity to provide the potential of educational assistance for employees and their immediate family.

Employees of EMA member companies and their children or spouses currently enrolled as college undergraduates, graduate students or in their senior year of high school, can be candidates for EMA Scholarship Awards.

One academic scholarship will be awarded up to \$16,000 total (\$4,000 a year up to 4 years), which will be issued in four annual increments.

The application deadline is March 31, 2018. Complete instructions and forms are available at the EMA website.

**EMA Scholarship Foundation To Recognize
FilmTrack's Jason Kassin at Honors Luncheon**

Jason Kassin, CEO of FilmTrack, will receive a 2018 EMA Scholarship Foundation Honors Award for his service to the community. The award will be presented at the annual EMA Scholarship Foundation luncheon on May 18 at the Hilton Universal City in Universal City, CA. Kassin is being recognized for his work on behalf of the Crohn's & Colitis Foundation.



Jason Kassin

"Jason Kassin inspires us with his commitment to finding a cure for Crohn's disease and ulcerative colitis and helping to improve the quality of life of those affected by these conditions," said Mark Fisher, President & CEO of EMA. "Jason has accomplished much in his professional life, including building one of the most important rights management ecosystems for the film entertainment industry, but he realizes that success is not living well but rather a life well lived, and that service to the greater community is part of that."

Kassin and his wife, Sasha, became involved with the Crohn's & Colitis Foundation in 2011, a few months after their son Conrad (then 8 years old) was diagnosed with Crohn's disease. Their son's gastroenterologist referred them to the Crohn's & Colitis Foundation's website. The organization offered valuable information about Inflammatory Bowel Disease (IBD) and, as importantly, a community.

Since then, Kassin and his family have been active volunteers for the Foundation. Kassin joined the Los Angeles Board in 2016, and Sasha followed in 2017. This past January, Sasha became the President of the Board for the Greater Los Angeles Chapter.

Jason Kassin is a New York native and lifelong computer engineer. He is a leading expert in rights and content management solutions for the media & entertainment sector.

Kassin co-founded FilmTrack in the late 90s after being asked to design contract administration software for some of the oldest and most respected names in international film distribution. As the CEO and company visionary, he is responsible for orchestrating the strategic development of FilmTrack products and solutions. Since FilmTrack's inception, Kassin has evolved the company into an extensive ecosystem that encompasses content creation, distribution, rights management, and monetization. The company's cloud-based platform streamlines the complex intellectual property lifecycle, providing the necessary tools to manage mission-critical data, including contracts, rights, financials, royalties, and related assets.

Prior to FilmTrack, Kassin built his own successful software consulting business while also appearing in films and television programs. In addition, he is a scriptwriter, musician, and comedian. Kassin obtained a degree in Film and Theater from Vassar College.

Tickets to the 2018 Scholarship Honors Luncheon may be purchased at www.EntMerch.org/scholarship/honors.

**EMA to Hold Its First Annual
Video Game Summit in Dallas**

EMA is launching a new video game event to bring video game publishers and buyers together for two days of prescheduled meetings. The Video Game Summit will be held at the Gaylord Texan Resort and Convention Center in Grapevine, Texas – a suburb of Dallas. A consensus among the participants selected the spring timing of the event to enable new product introductions as well as business strategy and planning for the second half of the year with an emphasis on the fourth quarter.



The Summit will also include game accessory companies and other industry suppliers. For information about participation and sponsorship opportunities, please contact Carrie Dieterich, Senior Vice President, Strategic Initiatives at cdieterich@entmerch.org.

EMA Reinforces Commitment to Supply Chain Leadership, Naming Eric Hanson VP, Industry Leadership

Eric Hanson has been named Vice President, Industry Leadership for EMA. Hanson will manage all of EMA's industry and supply chain support for both the video and video game segments, including the association's workgroups, committees, and councils. Hanson, who had been providing project management to the association since January 2017, assumed his new duties earlier this year.



Eric Hanson

"Over the past year, Eric has done an incredible job in driving industry consensus on digital supply chain best practices and promoting adoption of them," declared Mark Fisher, President & CEO of EMA. "I'm really excited to bring Eric on-board on a full-time basis, as this allows EMA to invest even more deeply in promoting efficiencies in the digital video supply chain and other important industry initiatives."

"I appreciate this opportunity, as full-fledged member of the EMA team, to stimulate industry collaboration that addresses operational friction points, help grow the home entertainment industry, enable innovation, and promote incredible consumer experiences," said Hanson.

Prior to joining EMA, Eric was engaged in strategic planning, operations, and process engineering work with Microsoft, Intel, and Amazon. He was responsible for building and leading the content operation function for Xbox Live Video from its launch in 2006 until 2012 and for build-out and management of the content operations function for Intel's OnCue service.

Eric has been active in industry engagement and standards since 2001 when he led the planning process for Microsoft's media standards engagement and later oversaw Xbox's representation in industry and standards groups, including EMA's digital supply chain initiatives.

Digital Media Pipeline New York Moves to New Spring Date



Digital Media Pipeline is a one-day B2B event that brings together digital retailers, content producers, content aggregators, service providers and digital technology companies for networking and knowledge sharing on digital entertainment creation, distribution, and retailing.

Celebrating its 3rd year in New York, Digital Media Pipeline '18 will take place on Tuesday, April 24 from 1:00 - 7:00 pm at the Helen Mills Theater in Midtown Manhattan.

The 2018 New York session topics will include: International Markets, TV Content, Blockchain, AVOD, Digital Supply Chain and more. An expanded networking break has been built into the program, and the day will conclude with the Networking Cocktail Reception sponsored by 3Play Media.

Participants in these valuable conferences include the providers and retailers of digital entertainment content as well as content aggregators, service providers, and new technology companies.

The 11th annual Digital Media Pipeline Los Angeles will be held again at the Skirball Cultural Center on Wednesday, September 26.

More information can be found at DigitalMediaPipeline.com.

Digital EMA Update

Digital Supply Chain Initiatives Featured at the 2018 Digital EMA Forum at CES

On January 9, Erol Kalafat from Amazon and Jason Peña of Google joined EMA's Eric Hanson in presenting an update on key EMA digital supply chain initiatives and an overview of plans for 2018. Presentations included an update on the SVOD Rights Communications project and Avails and Metadata working group efforts. Eric outlined EMA Initiatives planned for 2018 that will focus on five key areas; avails adoption, use cases for metadata (MEC and MMC) specifications, publishing an SVOD rights communications specification, extending the EMA's QC nomenclature specification and kicking off a new initiative focused on digital asset ordering and tracking. DEG leaders Mark Sgriccia from Lionsgate and Christopher Stefanidis of Disney presented DEG's supply chain plans and priorities for 2018 highlighting alignment with EMA priorities.

EMA's 2018 Cross-Ecosystem (XEco) Working Session Schedule Announced

At the Digital EMA Forum at CES, EMA's Eric Hanson announced the upcoming schedule for EMA's Cross-Ecosystem (XEco) Working Sessions for 2018. These sessions bring together digital supply chain representatives from retailers, content providers, and technology/service providers to collaborate on focused topics, drive decisions and actions that reduces costs, and increase reliability and scale for the entire ecosystem. Hanson said the sessions are designed to be frequent enough to make steady progress, focused to provide time for deep-dives on complex issues, and face-to-face to provide a collaborative, cooperative environment. EMA facilitated two XEco working sessions in 2017 hosted at Netflix and VUBIQUITY's offices in Los Angeles. Hanson noted, "These sessions have been really valuable so far. We've been able to focus on important topics for a dedicated period of time, hear everyone's viewpoints and come to decisions about recommendations for industry best practices." The the next XEco is going to be in New York City on April 25 and full schedule of XEco working sessions is posted on www.DigitalEMA.org.

EMA Digital Salon

On January 30, EMA held its first digital salon of 2018 in Studio City, CA.



Digital salons are a casual evening get-together consisting of networking and roundtable discussions for those engaged in digital entertainment. The evening was sponsored by 3rd i QC and ContentBridge Systems, and the evening's topics included movie theater subscription services, blockchain, digital codes and more.

Salons are held throughout the year in Los Angeles and New York, and a list of upcoming salons and information on sponsorship can be found at www.DigitalEMA.org.

EMA Asia Announced



At the Digital EMA Forum at CES in January, EMA announced that it has partnered with Vuulr to establish EMA's first international arm: EMA Asia. EMA Asia will advance EMA's digital supply chain efficiency initiatives in Asia through conferences, seminars, and workshops that will create awareness and promote adoption of EMA's standards, specifications, and best practices for online video. Vuulr, which provides digital transaction solutions, will operate EMA Asia from its offices in Singapore under an exclusive multi-year license from EMA.

Increasing global utilization of EMA's standards, specifications, and best practices for online video will open more markets to a greater diversity of content and allow more content to get online, and more quickly and at a lower cost, benefitting content providers, retailers, and consumers.

"It has long been a goal of ours to expand the reach of EMA and its digital supply chain efficiency solutions beyond the U.S. market," noted Mark Fisher, President & CEO of EMA. "EMA Asia will allow us to connect with the large and important community of content providers and retailers in Asia using the regional expertise and experienced leadership team of Vuulr."

"The Asian marketplace for content is large, fast growing and vibrant" said Ian McKee CEO of Vuulr. "We are especially proud to have been chosen by EMA to work with them to build EMA Asia. We look forward to bringing the wealth of best practices and specifications they have to the Asia Region and to support the industry to save time and cost, and increase efficiency by bringing automation to the supply chain for the TV and film content industry. We look forward to working with content originators, content distributors, broadcasters and OTT platforms around the region."

Members of EMA Asia will receive certain EMA member benefits and member rates for EMA conferences and events. For the purpose of the agreement, Asia is defined as China & Greater China, India, Japan, South Korea, and South East Asia.

As part of the agreement, Vuulr will also become a sponsor of Digital EMA, EMA's community for the online video industry, and participate in EMA's digital supply chain workgroups and meetings.

Vuulr is a Singapore-based team of people with marketing, digital platform and TV/Film Content expertise. Using industry standards such as EMA Avails, Vuulr is building out a set of full service solutions including education, implementation consulting & technology platforms to allow the industry to transact digitally, reducing friction, increasing speed & accuracy and eliminating the needless manual re-work currently involved in going from discovery to delivery.

EMA Retail Councils Meet

EMA's Digital Video Retailing Council and Game Retailing Councils meetings were held in November and February respectively. The two councils have similar missions: to facilitate cooperative collaboration among retailers and content providers in order to foster efficiencies and category growth.

The Digital Video Retailing Council met in November in NYC. The roundtable discussion among retailers and content provider representatives expanded its engagement to the TV/episodic content community. Topics discussed included TVOD, rental vs. EST, Same-Day TV or "One Hour After Air," 4K/HDR, Promotional Pieces and other promotional opportunities, component based delivery and more. The new roundtable format proved productive and will be utilized in future gatherings.

The Game Retailing Council met on February 26 and received an update from the workgroup working on a streamlined supply chain for digital-only product, reviewed the video game glossary, discussed digital games reporting, and was informed of legislative efforts to put warning labels on and restrict the sales to minors of video games containing loot boxes. The Council will meet next on May 2 at EMA's Video Game Summit.

Carrie Dieterich Announces Retirement

Carrie Dieterich, Senior Vice President, Strategic Initiatives, will retire in May. Dieterich has 24 years of experience with the Association, most recently overseeing EMA's research efforts and events, including the Los Angeles Entertainment Summit, Independent Product Market, Digital Media Pipeline, and Digital EMA Salons.



Carrie Dieterich

In other staff changes, Jennifer Lane Burnell was promoted to Vice President, Marketing and Events and will assume responsibility for planning, promoting, and managing EMA's events and continue her current duties in brand and event marketing and creative services. Also, Steve Apple has been given the new title of Vice President, Industry Sales. Apple is responsible for membership growth and maintaining relationships with companies involved in digital delivery of content, as well as securing sponsorship of EMA events.

New EMA Board Members

EMA is pleased to announce its newest board member, Pedro E. Gutierrez, Jr. Pedro is a 15+ year veteran of Microsoft. He began his tenure as part of the Office 2003 launch team and then transitioned to start and grow the Xbox advertising business for more than a decade. Most recently, he has been leading the Microsoft Movies & Television Business & Category Management team, helping customers transition their viewing habits to digital and leveraging Microsoft's unique capabilities to provide differentiated video offerings.



Pedro E. Gutierrez, Jr.

Other recently appointed directors to the Board are Justin Decosse, Senior Buyer/ Video Game Software and Digital Downloads, Target and Matt Hill, Head of Vendor Management, Amazon.

The EMA Executive Committee includes: Jon Zepp, Media & Entertainment, Android + Google Play (Chairman); Cameron Douglas, VP, Content, Fandango (Vice Chair); Marty Graham, SVP, TV Operations, comScore (Secretary); Suyin Lim, Senior Director, Global Content Acquisition, PlayStation Video (Treasurer); Michele Edelman, EVP, Marketing & Content Strategy, VUBIQUITY (At Large); Bob Geistman, EVP, Sales & Marketing, Ingram Entertainment (At Large.)

Remaining members of the Board are: Amit Balan, Head of Marketing, VUDU; Richard Barry, EVP, Chief Marketing Officer, Toys "R" Us; Lori Flynn, Vice President, Content, Redbox Automated Retail; Steve Harkins, VP & General Manager, Baker & Taylor; Bill Miller, Vice President & Divisional Merchandise Manager, DVD, Blu-ray, and Games, Trans World Entertainment; Jason Peterson, CEO, ContentBridge Systems; and Mark Vrieling, CEO, ScreenPlay Entertainment. Complete Board of Directors listing is at www.EntMerch.org.



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Mark Your Calendar: Upcoming EMA Events



NAVD Business Sessions

March 6 – Marina del Rey Marriott, Marina del Rey, CA



EMA Digital Forum @ NAB

April 10 – Embassy Suites Convention Center, Las Vegas



Digital Media Pipeline NY

April 24 – Helen Mills Theater, New York



Video Game Summit

May 1-2 – Gaylord Texan Resort Hotel, Grapevine, TX



EMA Scholarship Honors Luncheon

May 18 – Hilton Universal City, Los Angeles



LAES: Los Angeles Entertainment Summit

July 16-18 – Loews Hollywood Hotel, Hollywood, CA



Digital Media Pipeline LA

September 26 – Skirball Cultural Center, Los Angeles

For event sponsorship information, contact Steve Apple at sapple@entmerch.org or 818-523-9671.