



EMA Avails

Realized Efficiency Gains for Google Play





EMA Avails

Processing Time for Batch of 1,000 Avail Updates		
	Before use of EMA Avails w/ EIDR	After use of EMA Avails w/ EIDR
Title matching, de-dupe, parsing, including research & partner communications	~25 hours	0.1 hour
Apply final updates & audit	~25 hours	0.1 hour
Total	50 hours	0.2 hour





EMA Avails

Google Play now services:

- 100+ countries
- 250+ partners
 - Major studios can have 500+ titles per country with at least 4 avail line items per title
 - Avail updates occur multiple times per week



EMA Avails

