



# The State of EMA

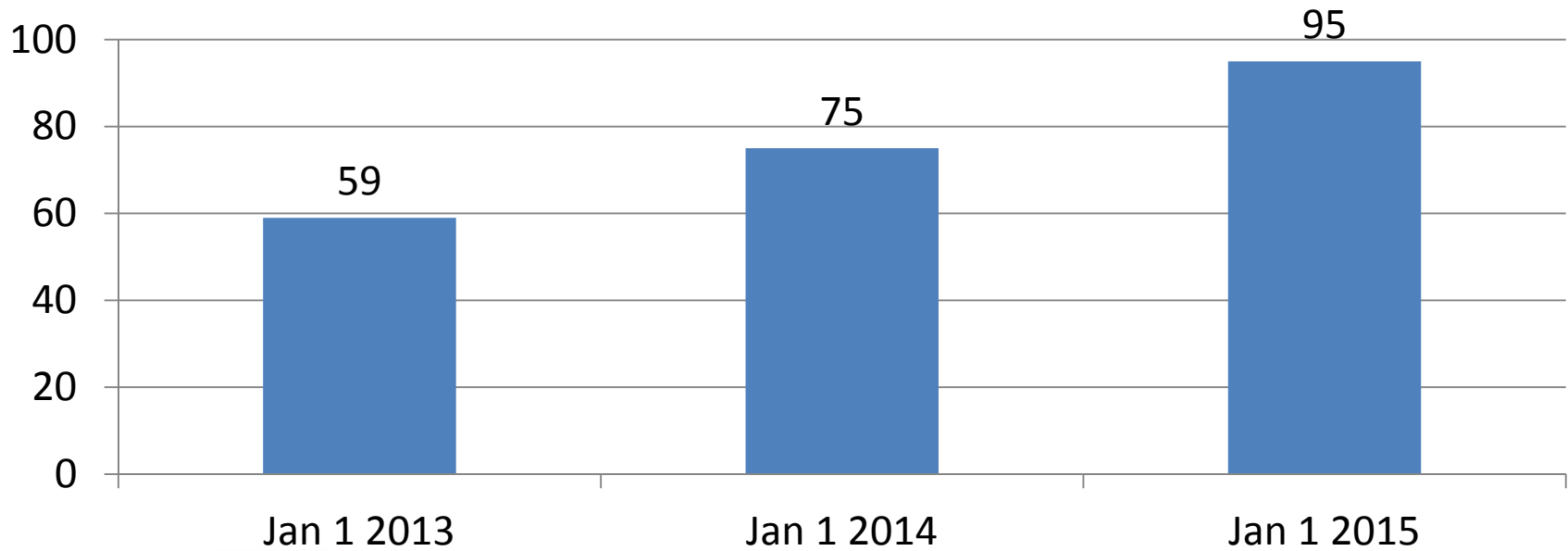
January 2015





# Another Year of Growth

## Member Count





# “They Like Us!”

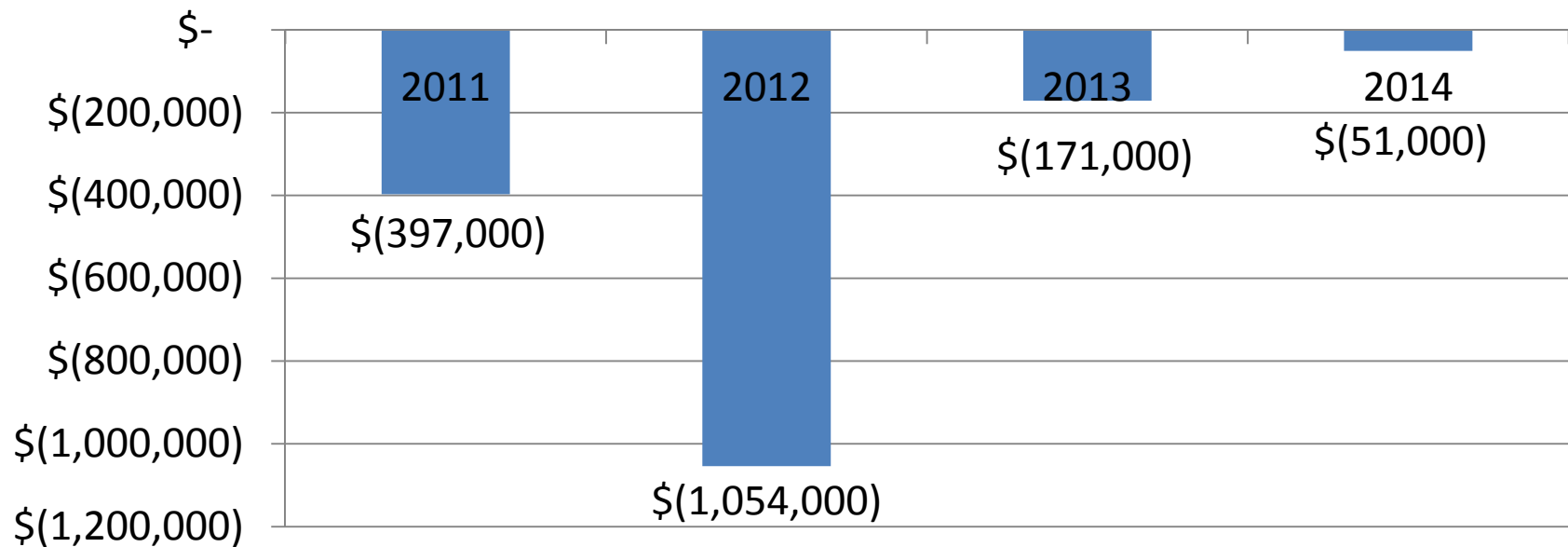
- Retention rate of >85% two years in a row.  
(Despite drop of indie retail stores and despite mergers and acquisitions.)





# We've Stabilized Financially!

## Net Income (Loss)





# Activities

- Events
- Retailing Council
- Digital Supply Chain Efficiencies/Standards
- Resources and Support





# Events





# Retailing Council

- Retailers and Content Providers
- Issues Related to the Retailing/Distribution of Content
  - Street Dates
  - Release Windows
  - Managing Transition
  - Minimizing Distribution/Supply Chain Costs
  - Common Nomenclature





# Digital Supply Chain Standards/Specs

- Metadata
- Avails
- Mezzanine Files
- Image Files
- Closed Captioning
- Manifest
- QC Rejection  
Nomenclature

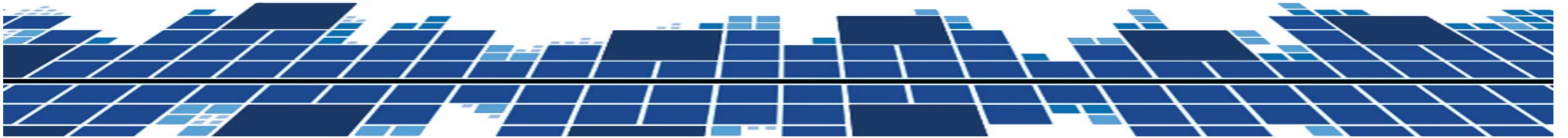






# Resources and Support

- Glossary
- Music Licensing for Audio-Visual Content
- Fundamentals of Copyright Licensing





# Our Challenges in 2015+

- Continue to grow the Association.
- Understand our members interests and needs in order to support and represent you.
- Visibly and successfully advance your interests.  
(Street date, Windows, Supply chain efficiencies)

