



# Digital Repository

---

Powered by



# \$259,300,000

## Potential industrywide materials cost savings per year

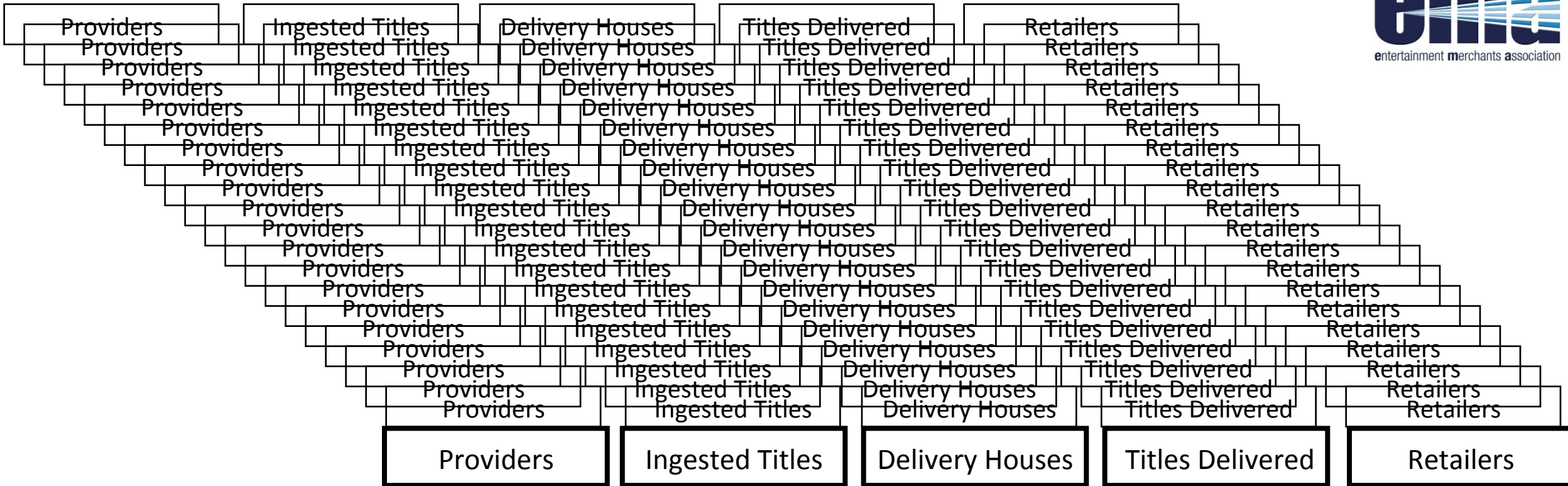
Key Assumptions:

240 retailers; avg. 100 titles per week per retailer; avg. 2 languages per title

Current cost: \$150 per video file & \$25 per each ancillary text / audio file

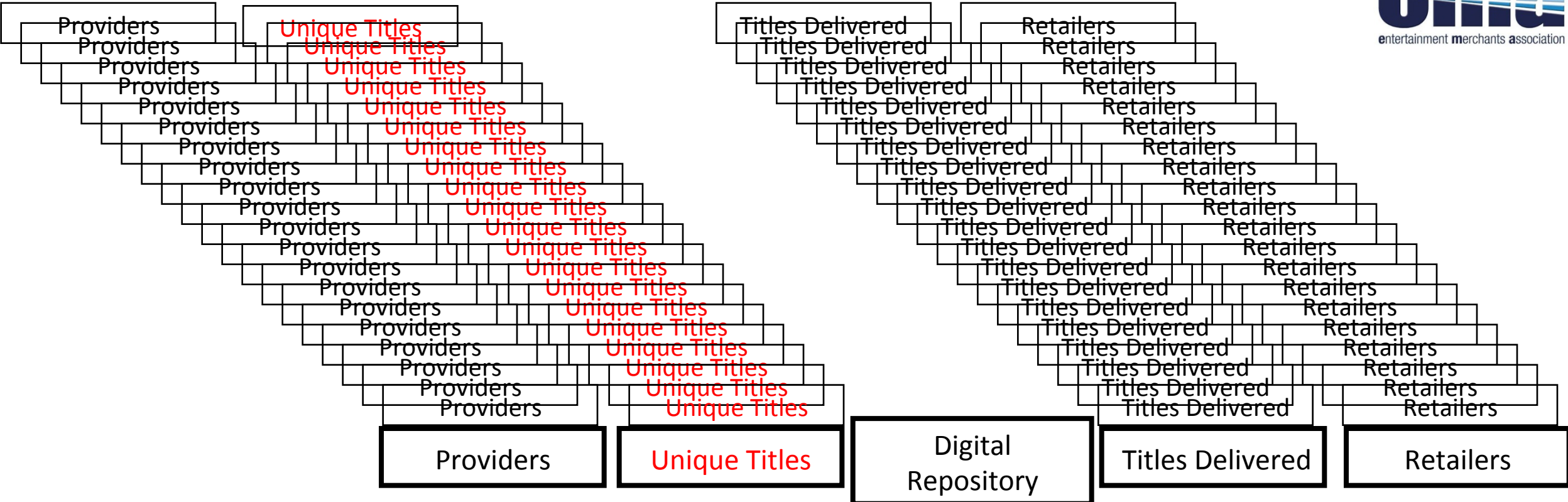
Repository cost: \$30 per video file & \$10 per each ancillary text / audio file





- Ingested Titles > Unique Titles
  - Delivery House Capacity > Utilized Capacity
  - No Volume Commitment
  - One to One Delivery
- =
- Inefficiency
  - High Cost





- Only Ingest Unique Titles
- QC & Conform Assets Once
- One to Many Delivery

=

- High Quality
- Timely
- Low Cost



# Centralized Multi-Tenant Retailer Ecosystem aka EMA Digital Repository

Avails

Orders

Assets

Metadata

QC

Processing

Packaging

Delivery

Management

Repurposing

← End to End Transparency & Status →

ona 10-bit RGB Codec

Vavefront PIX image

AMV Video

H.261

H.263 / H.263-1996, H.263+ / H.263-1998 / H.263 version 2

H.263+ / H.263-1998 / H.263 version 2

PPM (Portable PixelMap) image

QuickTime Animation (RLE) video

raw video

MPEG-4 AV

High Efficie

g variant

Codec Libr

1

Microsoft v

Microsoft v

set for Com

set for Com

AnyMap) im

BitMap) im

PCX image

PGM (Portable GrayMap) image

PGMYUV (Portable GrayMap YUV) image

PGMYUV (Portable GrayMap YUV) image

X-face image

XWD (X Window Dump) image

Zip Motion Blocks Video

## Repository Master Video File Specs

	Container	Video Codec
HD Video	QuickTime MOV	ProRes HQ or DNXHD
	Program Stream / Transport Stream	MPEG2 or H.264
	OP1A MXF or QuickTime MOV	XDCAM HD422
SD Video	QuickTimeMOV or WAV	ProRes HQ or Avid Meridian
	Program Stream / Transport Stream	MPEG2 or H.264
	OP1A MXF or QuickTime MOV	D10 IMX

GIF (Graphics Interchange Format)

Google VP9

GoPro Cineform

## Repository Ancillary File Specs

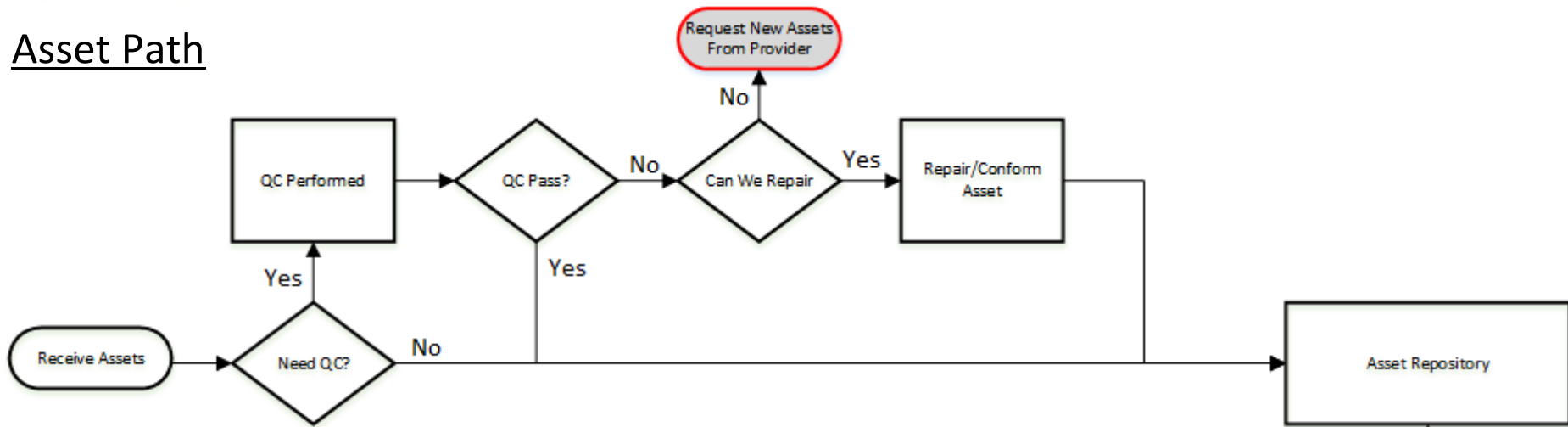
Container	Video Codec
Closed Captions	SCC & Lambda CAP (Japanese)
Subtitles, Forced Narratives & SDH	iTT, SRT or STL
Dub Card (Image) Dub Card (Video)	JPG, PNG or BMP See Video File Specs
Poster Art	JPG, PNG or BMP
Dubbed Audio	WAV or MOV
Chapter Images	JPG, PNG or BMP

95% Global Retailer Coverage

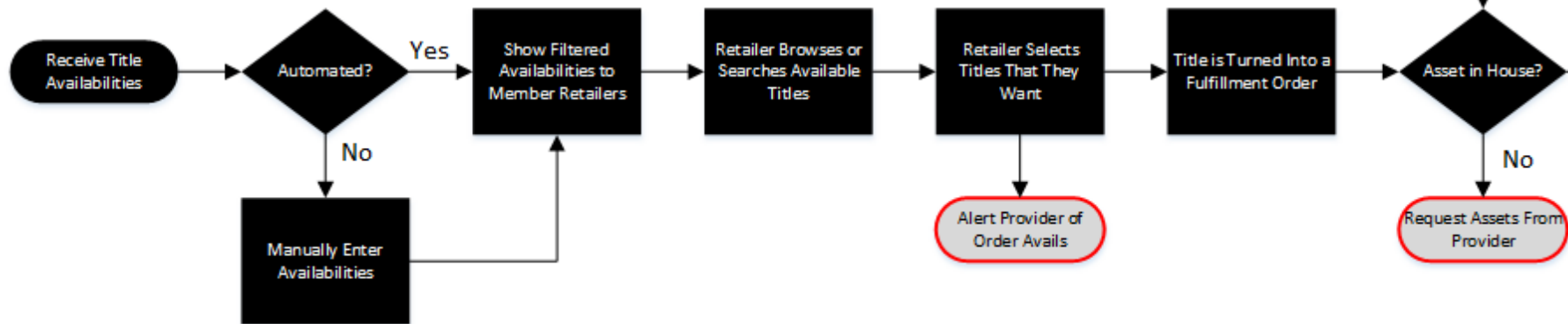


# End to End Repository Workflow

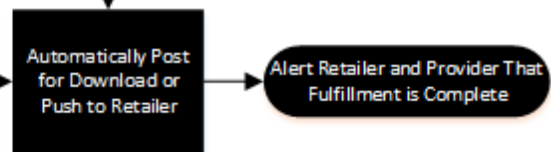
## Asset Path



## Avail Path

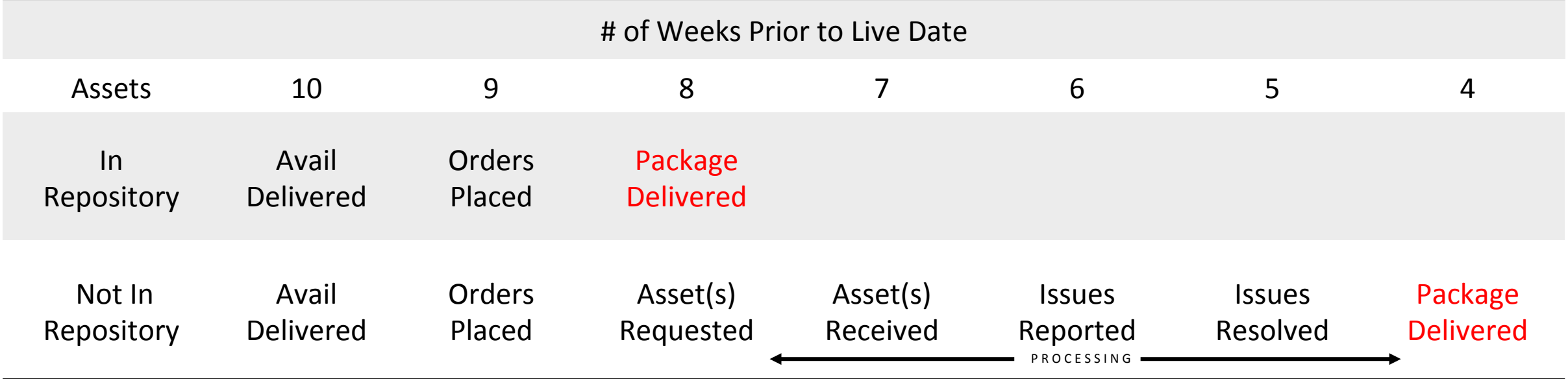


## Delivery Path



# End to End Repository Timeline

## Feature & Non Day After Air TV



## Day After Air TV

Activity	Avails / Orders	Ingest to Delivery
Timing	Beginning of Season	Two – Five Hours Turnaround





**\$90**

(Industry Average)

**\$30**

(Repository)

**67% Savings**

Key Assumptions:

Current average cost: Blended average of market rates and 20% of deliverables at no cost

Repository cost: \$30 per video file & \$10 per each ancillary text / audio file



# Q & A

---

**Do Business Relationships between Retailer & Providers Change?**

**No**

---

**How should you view the Digital Repository?**

**As an extension of the Retailer's operation**

---

**Why Now?**

**Retailers not competing on supply chain  
Commoditized technology  
Well understood processes  
Time to save \$'s**

---

**Why EMA?**


**Mission is to drive benefits for Retailers & Members  
Ran an RFP to find the right solution**

---

**Why Premiere Digital?**

**Won RFP on solution set, cost model & experience**

---



# What Do We Need To Get Started?

Retailers: Join the EMA Repository Movement

Providers: Support for Beneficial Industry Change



# EMA Digital Repository Driving Industry Benefits



Thank You!

