

Quarterly Newsletter of the Entertainment Merchants Association (EMA)

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Westin Bonaventure to Host 2016 LAES

The 2016 Los Angeles Entertainment Summit will be hosted at the iconic Westin Bonaventure Hotel & Suites in Los Angeles from July 18-20.

The Westin Bonaventure, in the heart of revitalized downtown Los Angeles, provides an efficient layout and plenty of meeting rooms to make the 2016 Summit the most productive ever!

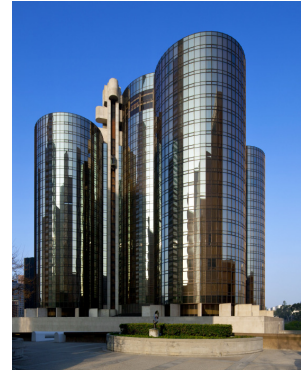
LAES, now in its fifth year, is the premier forum for motion picture studios, video game publishers, retailers, distributors, and other ancillary companies and service providers to engage in business conversations, information sharing, relationship building, and socializing.

The 2016 LAES will consist of two days of business-to-business meetings between home entertainment and video game content producers and retailers. In addition, the Summit will include the Knowledge Exchange and the Tech Tour, which provide valuable industry insights and home entertainment product demonstrations. And as always, LAES will feature plenty of networking opportunities at the Golf Tournament, the Industry Cocktail Party, and the popular Studio Lot Party, to be held this year at Paramount Pictures Studios.

Last year, more than 1,000 industry leaders and 150 companies participated in the event, and many of them have already committed to participate in the 2016 Summit.

The co-chairs of the 2016 Summit are and Bob Buchi, President of Worldwide Home Media Distribution for Paramount Pictures, EMA President and CEO Mark Fisher, and LAES founder Mark Horak. The 2016 Summit will again benefit the Cystic Fibrosis Foundation.

For more information and the event schedule, please visit the www.entmerch.org/LAES/.



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.

EMA Presents Awards for Digital Entertainment



Accepting the Digi Awards were (L-R) Navin Kamath (HBO), Akin Ceylan (Lionsgate), Craig Seidel (MovieLabs), and Justyn Egert (Amazon).

EMA recently presented *The Divergent Series*, Amazon, HBO NOW, and Craig Seidel of MovieLabs with "Digi" Awards for outstanding achievement in digital entertainment content, retailing, innovation, and leadership. The awards were presented at EMA's Digital Media Pipeline.

The Divergent Series from **Lionsgate** received the **Digital Content "Digi" Award**, which recognizes the movie, television program, or other audiovisual work most unique in digital delivery over the past year, or that gave consumers the best digital experience. The award was based on Lionsgate's partnership with Samsung's Gear VR for an immersive experience in keeping with the theme of the films.

Amazon was awarded the **Digital Retailer "Digi" Award** for the second year in a row. This award recognizes outstanding service by a company that sells or rents audiovisual works to the consumer through Internet-based digital delivery. Amazon was selected for its many digital offerings (both transactional and subscription-based), consumer devices, innovation, and overall experience for the consumer.

HBO NOW was presented the **Innovation "Digi" Award** for taking the leap into the world of "over the top" (OTT) video and making it easier for consumers to access the digital content they want. The Innovation "Digi" Award recognizes the company that has shown innovation through its technology or

programming to enhance the consumer experience of digital entertainment.

Craig Seidel of the Motion Picture Laboratories (MovieLabs) earned the **Industry Leadership "Digi" Award**, given to a company or individual that has made a significant contribution to the industry. Seidel was selected for his leadership in driving and supporting the development of industry standards and best practices that have created tremendous efficiencies in the digital supply chain and enabled content to get to consumers faster and cheaper.

Digital EMA Updates

EMA and MovieLabs Release Media Manifest Delivery Core: EMA and Motion Pictures Laboratories, Inc. recently released the Media Manifest Delivery Core specification, a simplified schema for the delivery of media assets related to online motion picture and television content.

The Media Manifest Delivery Core, jointly developed by EMA and MovieLabs with participation from EMA-member digital retailers, derives from the more-encompassing Media Manifest specification and will be used to identify assets – such as video and audio files, trailers, subtitles, closed captions, and images – that are delivered to an online distributor for a video title. In doing so, the Media Manifest Delivery Core organizes the “packaging” of the multitude of files needed for online video and the various versions required in countries around the world to enable retailers to deliver and manage the user experience. The specification enables automation and allows online retailers to scale up global operations and deliver assets to 100+ countries with much greater efficiency and speed.

The Media Manifest Delivery Core is keyed to the EMA Content Availability Metadata (“Avails”) specification. (Avails are the communications from content providers to retailers about when a video title will be available online and in which territories, plus the language, run-time, format, and the like.)

Key members of EMA have been working together to push this new standard in order to more rapidly scale up international expansion.

The Media Manifest Delivery Core specification is available at <http://www.entmerch.org/digitalema/committeescouncils/media-manifest-workgroup.html>.

EMA Standardizes QC Nomenclature: To promote standardization and thus greater efficiency in the communication of error codes for online video, EMA has released the EMA Quality Control (QC) Nomenclature Terms & Definitions. The Terms & Definitions standardize the error code terms for 116 errors commonly encountered in the onboarding of digital video assets and provide a description for each.

Errors are frequently encountered when onboarding video, audio, metadata, timed text, and artwork files and delivery packages, and the existence of those errors must be communicated back up the supply chain so they can be addressed.

The EMA QC Nomenclature Terms and Definitions are needed because each retailer created its own set of error codes, resulting in different descriptions of the identical problems. In addition, free-form notes were often used, which required discussions to pinpoint the problem. These methods of communication created confusion and inefficiencies. For instance, when the audio is out of sync with the video for a consistent duration throughout a file, one retailer noted “Audio sync – offset > 100 ms,” another flagged it as “Audio Shifted,” yet another stated “Audio and Video are Out of Sync,” and a fourth declared “Out of sync.” Standardization will alleviate many of these pain points currently associated with rejections.

The EMA QC Nomenclature Terms & Definitions were developed by the EMA QC Nomenclature Working Group, consisting of representatives of online video retailers, with input from major studios and service and technology providers. It is expected that the Terms & Definitions will be supplemented and expanded over time.

The EMA QC Nomenclature Terms and Definitions are available in XLS and PDF at <http://www.entmerch.org/digitalema/committeescouncils/qc-nomenclature-workgroup.html>.

White Paper on OTT: The latest Digital EMA white paper — “Defining Over-the-Top Digital Distribution” — describes the OTT business models and identifies the major players in the sector. It is available at www.entmerch.org/digitalema/white-papers/defining-digital-distributi.pdf



The seventh annual Digital Media Pipeline, held in Los Angeles in October, brought together 300 leaders in the online video industry to discuss release windows, business models, and the digital supply chain.



The Digital EMA Forum, held in conjunction with the 2016 Consumer Electronics Show, featured interviews with a digital retailer and a studio digital executive, updates on EMA's digital supply chain initiatives, and presentations on recent research on the digital video marketplace.

EMA Scholarship Applications Due by March 31

Applications for the 2016 EMA Scholarship are due by March 31. 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, are eligible to apply. The scholarship provides the selected student with up to \$4,000 per year for up to four years. The grants are awarded based on academic achievement, financial need, and academic potential.

Complete rules and application forms are available at www.entmerch.org/scholarship/.

EMA Welcomes Six New Members

EMA is pleased to welcome Paramount and Walt Disney Studios to membership in the Association. EMA's membership now includes all the major motion picture studios.



EMA also recently welcomed the following to membership in the Association (through December 31). [Descriptions provided by the companies.]



BluEvo (www.bluevo.com). Best-in-class automation and workflows designed by people who know digital distribution and development. We build and deploy customized workflows for every customer without cutting corners and do this by blending true automation with strategic manual checks. Our solution is called BluCloud™, our cloud-based platform that combines a project management tool for ordering, direct asset delivery, report generation, and automated transcoding, packaging/delivery, and archival technologies. BluCloud™ is a single interface that is robust, configurable and easy to use. Overall, we strive to utilize automated systems, tools and technologies that provide high value while remaining focused on quality customer service



BluFocus (www.blufocus.com). Since 2007 BluFocus has performed testing and certification services of Film/TV/Entertainment content, products and applications for the Home Entertainment industry by utilizing its patented systems and its proven proprietary efficiency workflows. Our goal is to ensure the overall quality of all home media content and products by providing exceptional testing and certification services for our clients and partners. We do this by being innovative, proactive and continuously evolving our processes.



Gunnison Galaxy (www.gunnisongalaxy.com) is a full-service creative collective, developing and distributing premium content to an informed audience. Our mission to elevate consciousness and promote uplifting global leadership is generated by raising social awareness with a dynamic spirit of creativity. The value of our network outreach is based on passion, attention to personal involvement, and an authentic connection between creator and viewer. Maximizing the most efficient digital workflow with our expanding paradigms, we emphasize quality, innovation and uniqueness. Our performance, by a diverse team of determined visionaries, is where Gunnison Galaxy strives to achieve iconic results.



SpotX (www.spotxchange.com) is a video inventory management platform for premium publishers and broadcasters, helping them manage all of their demand sources from one place, and monetize content across all screens. The SpotX platform offers publishers unprecedented transparency and insight, creating a safe, controlled environment that allows them to connect with advertisers, and achieve the highest revenue possible. Premium publishers and mobile app developers trust SpotX as the independent solution that helps them better understand the buying behavior of today's leading brands and maximize inventory yield across private marketplace, programmatic direct and open marketplace deals.



Tubi TV (www.tubitv.com) is all about delivering the best streaming entertainment experience by featuring an awesome mix of popular and iconic movies and TV shows, all for free. Tubi TV is the largest free streaming video network and can be enjoyed wherever you want to be entertained, from connected TVs and set-top boxes, to mobile devices and the web. We partner with over 200 content providers and curate an immersive programming selection where users can see What's Trending, New Arrivals, and what's Not On Netflix. We have many categories to choose from and refresh our programming every week. Come find something to love!



AdRise (www.adrise.com), the parent company for Tubi TV, is the largest content distribution and monetization platform for premium content producers, media companies and advertisers. AdRise connects top-tier content partners with new audiences through real-time technology in the rapidly evolving streaming market.



Entertainment Merchants
Association (EMA)

16530 Ventura Blvd, Suite 400
Encino, CA 91436
Phone: 818.385.1500

VISIT US ON THE WEB!
WWW.ENTMERCH.ORG

EMA fyi
Volume 14, Issue 1
Winter 2016

EMA fyi is a regular publication of the
Entertainment Merchants Association (EMA).

Mark Your Calendar: EMA 2016 Events



Independent Product Market
April 12-13
Marina del Rey Marriott, Marina del Rey, CA



EMA Scholarship Foundation Honors Luncheon
May 26
Hilton Universal City Hotel, Los Angeles



Los Angeles Entertainment Summit
July 18-20
Westin Bonaventure, Los Angeles



Digital Media Pipeline
October 6
Skirball Cultural Center, Los Angeles