

Quarterly Newsletter of the Entertainment Merchants Association (EMA)

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Digital Media Pipeline Confabs to Focus on Programming & Content, the Immersive Experience, and Delivery

The Digital Media Pipeline conferences in both Los Angeles and New York City will both feature sessions on programming and content, virtual reality and the immersive experience, and delivery. In addition, the Los Angeles conference will include a session on subscription video on demand and a digital supply chain “deep dive.” Exclusive to the New York City edition will be a session on international perspectives regarding online video.

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.

October 6, 2016
Skirball Cultural Center
LOS ANGELES

DIGITAL MEDIA PIPELINE '16

November 3, 2016
Helen Mills Theater, New York
NEW YORK

Digital Media Pipeline is a one-day B2B event that brings together digital entertainment leaders for networking and knowledge sharing on digital entertainment creation, distribution, and retailing.

Digital Media Pipeline Los Angeles will be held all day on October 6 at the Skirball Cultural Center.

Digital Media Pipeline New York will be presented on the afternoon of November 3. It will be held at the Helen Mills Theater in Manhattan.

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

Updated conference information is available at www.digitalmediapipeline.com.

Alliance Entertainment, ContentBridge, Screenplay, and Vubiquity Join EMA Board

Four companies joined the EMA Board of Directors at the Board's July meeting: Alliance Entertainment, ContentBridge Systems, Screenplay Entertainment, and Vubiquity.

Representing Alliance on the Board is Michael Donohue, Senior Vice President – Sales & Marketing; ContentBridge's seat is occupied by Jason Peterson, CEO; Screenplay's CEO Mark Vrieling represents that company; and Michele Edelman, Executive Vice President – Marketing & Content Strategy, fills the Vubiquity seat.

In addition, at the July Board meeting Marty Graham, Senior Vice President of comScore, was elected to a third one-year term as chairman of EMA. Joining Graham as officers are:

- Vice Chairman – Jonathan Zepp, Head of North American Entertainment, News and Sports Partnerships for YouTube and Head of Worldwide Movies & TV Partnerships for Google Play
- Secretary – Mike Saksa, Senior Vice President, Content and Marketing for Redbox
- Treasurer – Cameron Douglas, Vice President – Content for FandangoNOW

Past EMA Chairman Bob Geistman, Executive Vice President – Sales & Marketing, Ingram Entertainment, will also serve on the association's Executive Committee as an at-large member.

Other members of the Board are:

- Richard Barry, Executive Vice President /Chief Marketing Officer, Toys “R” Us
- Aaron Cherveny, Director – Video Games, Target
- Justyn Egert, Head – Digital Video Store, Amazon
- Mike Gimlett, Senior Vice President – Merchandise & Logistics, GameFly
- Chris Koller, Vice President – Gaming, Best Buy
- Suyin Lim, Senior Director – Global Content Acquisition, Sony Interactive Entertainment
- Jim Loperfido, Owner, Emerald City Video
- Doreen McHugh, Category Manager – Non-Foods & Service Center Businesses, Giant Eagle
- Bill Miller, Vice President & Divisional Merchandise Manager – DVD, Blu-ray, and Games, Trans World Entertainment



Marty Graham
EMA Chairman

Jonathan Zepp
EMA Vice Chair

New Board Member Michael Donohue Shares His Thoughts on EMA and the Industry



Michael Donohue

Michael Donohue, Senior Vice President – Sales & Marketing for Alliance Entertainment, joined the EMA Board of Directors in July. Donohue has worked for Alliance Entertainment for the past 25 years. He currently oversees Alliance's National Chain Wholesale, Vendor Managed, and Ecommerce Sales divisions. He began his career in music retailing in 1976 and subsequently moved into video and music distribution in 1991. Donohue previously served on the Board of Directors of the National Association of Video Distributors. EMA *fyi* asked him to share some of thoughts about EMA and the industry.

fyi: Why is EMA important to you and to Alliance Entertainment?

Donohue: As one of the leaders within the distribution space, Alliance recognizes its responsibility to the industry, our customers, and vendor partners. EMA offers the most comprehensive insights regarding the video industry and supports the industry through the Los Angeles Entertainment Summit, Independent Product Market, the NAVD Council, Digital EMA, and the like. Alliance is choosy when it decides which trade associations to work with, and EMA provides a level of participation and inclusion that is important to us.

You are in physical goods distribution. A lot of the focus in the industry in recent years has been on digital. What would you want people to know about the physical goods business?

I would want them to know that physical is still the most popular form of home entertainment. Given that our studio partners run some of the most significant media empires worldwide, I would hope that the Home Entertainment divisions of the studios would do a better job of championing the value physical product holds and give it a more positive profile. Let's not allow physical video products to suffer the negative perception as the compact disc in the music industry.

I would want everyone to know that the physical business will be here for some time and that we need to advocate for it, nurture it, and appreciate its value. Our customers need to understand that physical media is by far the most advantageous way to recreate the theatrical experience. From picture and sound quality, additional content, and collectability, the DVD/BD format is battle tested and still part of our "armed forces" fighting for the consumer's attention. Adding 4K to our arsenal will only make us stronger.

You are a member of the NAVD Council of EMA. What is that and what does it do?

As a Board member of the National Association of Video Distributors (NAVD), I was fortunate to work with the very best executives within this community. The NAVD Council has replaced NAVD and is a part of EMA. It advocates on behalf of physical media and for maintaining the role of distributors in the industry.

Distribution empowers thousands of retailers to stay in this part of the business via the product, services, and support their distributors provide them.

Looking into your crystal ball, what will the physical goods segment of the home entertainment industry look like in five years?

We believe in the future and feel that even beyond the next five years the physical formats will coexist within the overall content needs of our studio partners. We need each other and will strive to keep retail partners and consumers excited about owning a physical product versus living in the cloud. From where we sit, it seems that a pure digital answer holds only limited value to consumers, while a physical product satisfies the need humans have for things they collect. Our products are some of the most sought after in the world and the digital answer only provides a portion of the value physical product offers. Holding a disc in your hands, reading the liner notes, enjoying the added content or director's backstory, and enjoying the options in which to play back offer numerous ways to enjoy the best content in the world. Distribution will continue to be a part of that future plan

Final question: What was the last movie you watched, and was it on DVD, Blu-ray, Ultraviolet, online, or in a theater?

Last movie in the theater was *Sausage Party* (with my adult son), last DVD was *The Boss* (my wife picked it), and the last BD was *In a Lonely Place* (just me and Bogie). I still enjoy the physical format and rarely watch anything of substance on my computer.



At the Digital EMA Forum at LAES, Jason Peña of Google Play introduced a new EMA digital supply chain initiative to track and report on studio adoption of the EMA Avails schema. The EMA Avails schema provides a common format for communicating the availability of online video content and the terms under which the content is offered. Retailers are encouraging the adoption of EMA Avails throughout the industry because of the significant cost-savings and efficiencies the schema provides.

Industry Comes Together at LAES

The fifth annual Los Angeles Entertainment Summit (LAES), held July 18-20, brought together almost 1,000 home entertainment industry leaders from 100 companies for three days of business-to-business meetings, thought leadership, and networking. In just five years, LAES has established itself as the premier gathering for the industry, providing an opportunity for all segments of the industry to come together to support the home entertainment market.

The event began on July 18 with a golf tournament, the popular Knowledge Exchange – a series of presentations on the home entertainment Marketplace – and a networking reception. The following two days were filled with meetings between content providers and retailers. In addition, the Tech Tour on the second day highlighted emerging technologies, such as virtual reality, that have the opportunity to transform the home entertainment market. Day two was capped by a party on the Paramount Pictures lot, which featured a Star Trek theme.

As it has since its inception, LAES raised funds for the Cystic Fibrosis Foundation throughout the summit, and this year's contribution totaled more than \$175,000.



Attendees enjoying the LAES Studio Lot Party at Paramount Pictures



LAES Co-Chair and Paramount Worldwide Home Media President Bob Buchi addresses the Knowledge Exchange at LAES

EMA Welcomes ComTranslations, RSG Media, THX, and TiTANplatform

EMA is pleased to welcome four companies to membership in the Association. [Descriptions provided by the companies.]



ComTranslations (www.comtranslations.tv) specializes in closed captioning and subtitling for broadcast and VOD. We are currently translating and subtitling films, documentaries, television and trailers for post-production houses sending materials to Netflix, iTunes and other VOD platforms. We can deliver to the highest quality – at very competitive rates. We have the capacity to deliver a lot of volume as well. Offering: Subtitling in multiple languages. Simple and complex recuts and combine the recut with a QA to ensure supplied subtitles meet your criteria. Closed Captioning according to FCC rules, in English and Spanish.



RSG Media (www.rsgmedia.com) -- Since 1985, the world's leading media companies have been leveraging RSG Media's expertise to maximize revenues from their content, advertising and promotional inventories. RSG Media's portfolio includes:

- *RightsLogic*, the industry's gold standard for rights management supporting content owners and distributors, gaming companies, IP licensors, and major sports leagues.
- *AdVant* is a suite of yield optimization modules that significantly lowers liabilities, while generating new ad revenues for cable and broadcast networks.
- *Media Mantra* optimizes cable and broadcast networks promo inventories by using proprietary, machine-learning algorithms.

RSG Media's products are available on-premise and as SaaS hosted services. RSG Media is headquartered in New York with offices in London and India.



Founded by legendary filmmaker George Lucas in 1983, **THX** (www.thx.com) and their partners provide premium entertainment experiences in the cinema, in the home and on the go. THX develops audio-video and environmental designs, technologies, products and specifications to ensure an artist's vision is truthfully delivered to audiences worldwide.



TiTANplatform (www.titanplatform.net) represents a groundbreaking shift in the paradigm of standardized content platforms. Under the principle of copyright protection, we facilitate a competitive marketplace for digital content by integrating a profit sharing system. The advancement of smart devices offers an opportunity for our society to leap forward to a new era of growth. However, the enhanced accessibility of content is causing new side effects; hence the need for the development of systems that minimize the damages. We believe that both content users and content providers need to respect the rights to their intellectual properties. TiTANplatform is dedicated to creating a digital content open market culture where no rights are infringed.



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VISIT US ON THE WEB!
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EMA fyi
Volume 14, Issue 3
Summer 2016

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

Mark Your Calendar: Upcoming EMA Events



Digital Media Pipeline Los Angeles

October 6, 2016
Skirball Cultural Center



Digital Media Pipeline New York City

November 3, 2016
Helen Mills Theater



Digital EMA Forum at CES

January 5, 2017
Embassy Suites Convention Center, Las Vegas
NV



Independent Product Market

March 28-29, 2017
Marina del Rey Marriott, Marina del Rey CA

For event sponsorship information, contact Carrie Dieterich: cdieterich@entmerch.org; 818-385-1500 x227.