

Inside this issue:

Digital Media Pipeline Hosts Digital Delivery Discussions 2

Netflix, "Tangled," and Vudu Recognized for Outstanding Achievement in Digital Entertainment 2

EMA Endorses Bill Targeting "Rogue Websites" 3

EMA Presents Awards to Game Retailers and Publishers 3

GamePlan Summit Brings Together Retailers and Publishers 4

Quarterly Newsletter of the Entertainment Merchants Association (EMA)

Mark Fisher Explains EMA Metadata Initiative

EMA *fyi* sat down with Mark Fisher, EMA's Executive Vice President, to learn about EMA's metadata initiative.

of this standard for communicating B2B and B2C metadata regarding digital audio-visual products from content providers.

fyi: What is metadata?

Fisher: Metadata is "data about data." It is used to describe the context, content, and structure of materials such as movies and video games. Metadata is what is searched by both retailers and consumers trying to find content or to find out about content. It's what drives recommendation engines to help consumers discover new products. And, metadata is used throughout the supply chain to describe the physical or digital characteristics of products to facilitate an efficient workflow.



Mark Fisher
Executive Vice President
EMA

Over this past year, this working group defined a core set of approximately 35 fields of metadata. This core set represents information that is *required* to list products on websites and to flow digital content through the supply chain, and information that is consistent across – and not competitive among – retailers and distributors. This core is a subset of the EMA Metadata Standard and is dependent on EMA's XML Structure.

Also, nine months after the release of Version 1.0 of EMA's Metadata Standard, the working group has approved an updated Version 2.0 compatible with both Ultraviolet and EIDR.

fyi: Why did EMA see a need for a metadata initiative?

Fisher: Metadata related to digital video distribution and game distribution is too often communicated manually between trading partners. It is also communicated in a variety of inconsistent structures and formats that are requested by retailers and distributors or supplied by various content providers.

fyi: Who has adopted the EMA Metadata Standard?

Fisher: Deluxe Digital is now implementing the EMA Standard within its workflow and service process. At least one major studio has reported that it is generating metadata that meets the EMA Standard. And retailers that participated in the development of the standard expect to be compliant. Additional retailers and distributors are expressing interest in receiving metadata from content providers utilizing this structure.

Bad metadata that is translated to supplier catalogs or retailer/distributor websites can cause lost sales, and late metadata can bottleneck the supply chain – delaying availability. Standards for a metadata structure and its communication are certain to allow for automatable systems and more-timely and more-accurate data.

fyi: Is this just for digital video distribution?

Fisher: Currently it is, but leveraging the work done by EMA's video metadata working group, a parallel initiative has begun for videogames through EMA, led by Best Buy, EEDAR, GameStop, and Microsoft. Over the past seven months, required fields have been identified and defined, and XML code has been written and is now ready for testing.

fyi: What has EMA been doing about that?

Fisher: Three years ago, EMA, through its Digital Council of retailers, distributors, and content owners, began to identify the requirements for a standardized structure for metadata associated with digital video content. Once fields and attributes were defined, with the support of MovieLabs and what was then SecurePath, an XML structure was developed and was released in January 2010.

"Standards for a metadata structure and its communication are certain to allow for automatable systems and more-timely and more-accurate data."

In September 2010, EMA brought together a working group of retailers and distributors, including Best Buy, CinemaNow, DISH Network, Microsoft, and Netflix, to determine the most-effective means to drive adoption

fyi: Where can people get more information?

Fisher: The EMA Metadata Standard is available on the web at <http://tinyurl.com/EMAMetadata>. Companies interested in participating in either of these projects can contact me at mfisher@entmerch.org.

EMA's Mission:

To protect the right to sell and rent entertainment products and content; promote the sale and rental of entertainment products and content; and provide a forum for all those engaged in the sale, rental and/or commercial delivery of home entertainment to consumers.

"Business of Home Entertainment Retailing" Report Available

EMA members desiring additional copies of EMA's 2011 *D² Report: Discs & Digital – The Business of Home Entertainment Retailing* may now purchase them.

The annual *D² Report* provides a current snapshot of the video and video game industries, discussing consumer spending, technology, product and retail trends, and projections for growth and change.

Each EMA member receives a complimentary copy of the report. Members who wish additional printed copies may purchase them for \$19.95 apiece (the PDF version is free). An order form for the report is available at <http://tinyurl.com/D2Report>.

Digital Media Pipeline Hosts Digital Delivery Discussions

Approximately 150 industry executives attended EMA's third annual Digital Media Pipeline, held on September 9, 2011 at the Skirball Cultural Center in Los Angeles. The one-day conference focused discussions on business-to-business opportunities in the digital delivery of home entertainment to the consumer.



Retailers, content owners and aggregators, and technology and service providers utilized the forum to share learnings and experiences in the business of retailing digital entertainment.

Discussion topics included "The Business Models of Today and Tomorrow," "It's All About the Content," "The Digital Supply Chain," "Viewing Choices," and "The Future of Digitally Delivered Entertainment." Speakers and panelists represented Blockbuster, Best Buy, Cinram, DDEX, Deluxe Digital, Dolby, DTS, Fandor, GoDigital, Hewlett-Packard, Lionsgate, Microsoft, MovieLabs, MyPlace.com, Neustar, NPD Group, Rentrak, Roku, Slingbox, Summit Entertainment, Sunset Pictures, Tivo, Viva Films, and Western Digital.

The conference was co-chaired by Mitch Mallon, Vice President, Sales & Marketing/Digital Distribution and Television, Image Entertainment, and Bruce Eisen, Vice President, Content Development and Digital Strategy at DISH Network. Eisen moderated panels, as did TAG Strategic's Ted Cohen and Devendra Mishra, Chief Strategist, Media & Entertainment Services Alliance and Adjunct Professor of Decision Sciences at Pepperdine University.

In addition, Mallon provided an overview of EMA's Digital Council and its activities and initiatives.

Networking opportunities were plentiful through the breaks, lunch, and the "Skip the Traffic" cocktail party. At the event, EMA also presented its Fourth Annual "Digi" Awards.

Attendees clearly found value in participating, with more respondents than in past years saying they'll be back next year.

Netflix, "Tangled," and Vudu Recognized for Outstanding Achievement in Digital Entertainment

Netflix, the motion picture "Tangled," and Vudu have been recognized by EMA with "Digi" Awards for outstanding achievement in digital entertainment retailing, content, and innovation, respectively. This year's "Digi" Awards were presented at EMA's Digital Media Pipeline conference on September 7.

Netflix received 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 (or IP) digital delivery (including subscription-based services). Netflix was selected for their aggressive acquisition of content and the ubiquity of access to their portal across media-playing devices.

"**Tangled**" from Walt Disney Studios Home Entertainment was presented the **Digital Content "Digi" Award**, which recognizes the movie, episodic television, or other audiovisual work most uniquely or successfully marketed and sold/rented through Internet-based digital delivery over the past year, or that gave the consumer the best digital experience. "Tangled" was nominated for the award for giving consumers, especially children, the best digital experience and for continuing to be on the top of the charts for many digital retailers and distributors.

Vudu won the **Innovation "Digi" Award** for their innovative pricing approach, the ability to access content through both their own and their retail parent's websites, and their unique promotions, such as their 99 cents "movie-of-the-day" determined by consumers via Vudu's Facebook page. The Innovation "Digi" Award recognizes the company that, through innovation, has most impacted the growth of Internet-based digital delivery of audiovisual works over the past year.

"A recurrent theme at this year's Digital Media Pipeline was that the suc-

cess of the digital entertainment business depends on positive retailing experiences, compelling content, and consumer-friendly business practices," noted EMA President and CEO Bo Andersen. "The winners of this year's 'Digi' Awards are outstanding leaders in these areas and are contributing substantially to the growth of the digital entertainment market."



The "Digi" Award for "Tangled" was accepted by Josiah Eatedali (left), Manager, Digital Distribution, Walt Disney Studios Home Entertainment

EMA Endorses Bill Targeting “Rogue Websites”

EMA has endorsed a bill pending in the U.S. Senate that would target “rogue websites” that egregiously facilitate or engage in copyright infringement. The bill would establish a process to block these sites from accessing the Internet and deny them the financial benefits of their infringing activity.

In a letter to Senator Patrick J. Leahy, Chairman of the Senate Committee on the Judiciary, EMA noted that online infringement harms not only copyright holders but also the legitimate retailers and distributors of copyrighted works, such as videos and video games, who directly feel the effects due to lost sales.

Rogue websites are online destinations that are designed to look like legitimate retail sites and may have names that sound like established businesses, but offer or facilitate access to products and services that infringe copyrights and/or trademarks. The Senate Judiciary Committee has noted that rogue websites “operate as virtual

stores for the infringing products, are well designed and give the appearance of legitimacy. They are easily accessible by entering domain names that sound legitimate into the users’ Internet browser or typing common search terms into Internet search engines; they often accept payment through well respected credit card companies; and they often run advertisements from trusted companies.” The committee declared that rogue websites result in lost revenues to copyright holders, provide inferior products to consumers, decrease tax revenues for governments, and potentially support organized crime syndicates.

The bill endorsed by EMA, the “Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property Act of 2011” (PROTECT IP Act, S. 968), would authorize the U.S. Attorney General to file a civil action against the registrant or owner of a domain name that accesses a foreign rogue website that conducts business directed to U.S. residents, or the foreign regis-

tered domain name itself, and to seek a preliminary order from the court that the site is “dedicated to infringing activities.” If the court finds that the site indeed is dedicated to infringing activities, it would be authorized to issue a restraining order or injunction against the website. The Attorney General could then serve that order, with the permission of the court, on Internet service providers, search engines, payment processors, and online advertising network providers. These third parties would then be required to take “reasonable measures” to either prevent access to the rogue website (in the case of an Internet service provider or a search engine) or cease doing business with the Internet site (in the case of a payment processor or advertising network).

The PROTECT IP Act has been approved by the Senate Judiciary Committee and is awaiting action by the full Senate.

EMA Presents Awards to Game Retailers and Publishers

EMA presented awards to leading retailers and game publishers for their exceptional achievements and substantial contributions to the videogame industry. Activision received two awards for *Call of Duty Black Ops*, in recognition of “Best Marketing Campaign” and “Best Packaging.” GameStop was presented the “Best Game Department” and “Best Use of Social Media” awards. An awards ceremony for the recipients was held during EMA’s GamePlan Summit in September.

“EMA recognizes the outstanding and inspired work that retailers and publishers perform to improve and strengthen our industry,” noted EMA President and CEO Bo Andersen. “As a result of the seamless application of marketing, packaging, advertising, and the use of social tools, consumers are able to fully immerse themselves in the gaming experience.”

The award categories, nominees, and the winners were determined by a vote of EMA’s Game Retailing Council and EMA member retailers, vendors, and publishers. For more information on the awards, go to www.GamePlanSummit.com/Agenda/Awards/.

The following awards were presented:

CATEGORY	WINNER
<i>Best Representation of Titles at Retail</i>	Electronic Arts
<i>Best Marketing Campaign</i>	Activision (for <i>Call of Duty Black Ops</i>)
<i>Best Use of Social Networks</i>	Atlas (for Catherine)
<i>Best Display at Retail</i>	Microsoft (for Kinect)
<i>Best Packaging</i>	Activision (for <i>Call of Duty Black Ops: Prestige Edition</i>)
<i>Best Game Department</i>	GameStop
<i>Best Retail Online Execution</i>	Amazon
<i>Best Use of Social Media</i>	GameStop
<i>Best Retail Advertising</i>	Sears/Kmart
<i>Best Retail Promotion/Marketing</i>	Best Buy



*Entertainment Merchants
Association (EMA)*

16530 Ventura Blvd, Suite 400
Encino, CA 91436
Phone: 818.385.1500
Fax: 818.385.0567

VISIT US ON THE WEB!
WWW.ENTMERCH.ORG

EMA fyi
Volume 9 Issue 4
Autumn 2011

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

GamePlan Summit Brings Together Retailers and Publishers

EMA's second annual GamePlan Summit brought together 15 leading video game retailers and 19 video game publishers for three days of industry conversation and business meetings. The event was held on September 13-15 in Chicago.

GamePlan Summit kicked off with the "Executive Forum at GPS," where attendees participated in a research-centered session designed to analyze the current state of the video game industry and examine future challenges and opportunities. The Forum featured a keynote address by Jim Greer, Co-Founder and CEO of GameStop's Kongregate. Greer discussed who comprises the Kongregate community, how Kongregate brings games to life, the future of online gaming, and how it fits in the overall menu of game consumption. He also shared his provocative "lessons learned."

"GamePlan fills a valuable need by providing a forum for video game retailers and publishers to focus on the strategic issues in the business of selling video games."



GamePlan Attendees Enjoy Casino Night

The research firm, The NPD Group, facilitated the remaining sessions of the Forum. Their industry experts guided the day's program with their latest video game market research findings, which set the stage for sessions offering key insights and discussions from retailers and publishers.

Following the Executive Forum, retailer-publisher meetings spanned the next two days, along with networking meal functions and a Casino Night, which benefited the EMA Scholarship Foundation.

Frank R. Lucca, EMA Vice President for GamePlan Summit, declared the summit a success. "Attendees tell us that GamePlan fills a valuable need by providing a forum for video game retailers and publishers to focus on the strategic issues in the business of selling video games." Lucca noted that EMA has been soliciting feedback on this year's events from attending retailers and publishers and plans to make refinements to the event schedule and content for 2012.