

*Quarterly Newsletter of the Entertainment Merchants Association (EMA)*

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**2015 LAES to Be Held July 6-8**

The fourth annual Los Angeles Entertainment Summit will be held July 6-8 at the Hyatt Regency Century City. It will consist of three days of information sharing and business-to-business meetings between home entertainment producers, video game content publishers, retailers, and distributors and will feature plenty of networking opportunities at the Golf Tournament (to be held at Trump National Golf Club), the Industry Cocktail Party, and the Casino Night on the Universal Studios lot.

**EMA's Mission**

To protect the rights of, promote 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's Los Angeles Entertainment Summit provides the premiere forum for major motion picture studios, video game publishers, retailers, distributors, and other ancillary companies and service providers to engage in business conversations, knowledge exchanges, relationship building, and socializing.

In 2014, more than 1,000 industry leaders attended the event, and many of the 90+ companies that supported last year's event have already committed to participate in the 2015 Summit.

The 2015 co-chairs of EMA's Los Angeles Entertainment Summit are: John Morici, Executive Vice President and Regional Managing Director - US/Canada for Universal Studios Home Entertainment; Ron Kurtz, Senior Director of Sales, Square Enix; Mark Horak, President of Redbox and the founding co-chair of the Summit; and Mark Fisher, President & CEO of EMA.

The 2015 LAES will benefit the Cystic Fibrosis Foundation.

**Independent Product Market:  
April 21-22**

Celebrating its seventh year, EMA's Independent Product Market will be held April 21-22 at the Marina del Rey Marriott. The event brings together 17 independent studios to meet with 17 key retailers and distributors for two days of pre-scheduled meetings.

Studios and buyers participating in the meeting portion of the event include: Alchemy, Alliance Distribution, Amazon Instant Video, ANConnect for Best Buy, the Asylum, Baker & Taylor, Cinedigm, Entertainment One, Couch Potato, Giant Eagle, Google, Group 1200, Hoopla, Ingram Entertainment, Magnolia Home Entertainment, Mill Creek Entertainment, MPI Media Group, Music Box Films, NCircle Entertainment, Olive Films, PBS Distribution, Redbox, Screen Media Films, Sony Network Entertainment, Super D, Trans World Entertainment, Virgil Films, Vobile, WaxWorks, WEA, and Well Go USA.

This year's sponsors include 3rdi QC, ContentBridge, Inception Media Group, and Premiere Digital Services. In addition, PBS is sponsoring the opening night cocktail party.



**Casino Night will be held at Courthouse Square on the Universal Studios lot.**

**Game Retailing Council Tackles Industry Issues**

EMA's Game Retailing Council met on February 23 in Scottsdale, AZ.

The Council consists of representatives of Amazon, Best Buy, COKeM, GameStop, Gamefly, Hastings Entertainment, Ingram, Redbox, Target, Toys "R" Us, and Trans World Entertainment. The Council meets several times a year by teleconference and at least once a year face-to-face.

IDG kicked off the February meeting with an update on industry trends. A discussion of key industry topics followed.

A major issue for the Council is how to encourage the spreading of releases throughout the calendar year, rather than clustering product in the fourth quarter. One possible solution identified was to look to independent games to fill in gaps in release windows, which could also deliver more alternative pricing models on shelves.

In addition, the Council reviewed recently released games that require an internet connection in order to be played, their packaging, and what information is being delivered to consumers to help them become aware of and understand the connectivity requirement. The Council will look to developing clear and consistent communications to consumers (on-package and on web pages) when game-play requires an internet connection.

The Council also discussed how to attract and retain the next generation of gamers and the challenges of promoting downloadable content at retail.

## EMA Issues White Paper on Music Licensing

Music licensing practices for synchronization with audio-visual works can be a challenge. To help individuals sort out the intricacies and avoid the pitfalls in this area, EMA has released a white paper that provides an overview of the applicable laws, practices, and issues involved in successfully sourcing and licensing music for synchronization with audio-visual programming.

The white paper was prepared by Jason Peterson, CEO of ContentBridge Systems.

The white paper on Music Licensing for Audio-Visual Content can be downloaded at [www.digitalema.org](http://www.digitalema.org).

## Digital EMA Holds Annual Forum at CES



**EMA Chairman Marty Graham Addresses the Forum**

Digital EMA hosted its Annual Forum at CES on January 6. Approximately 90 attendees from the digital video sector networked and heard presentations on digital supply chain initiatives, music licensing, industry partnerships, and the latest industry research.

## Happy Hour at the NAB Show

**Monday, April 13  
Las Vegas**

EMA invites you to stop by Filmtrack's booth at the NAB Show (North Hall-N4333) from 4:30 p.m. to 6:00 p.m. on Monday, April 13 for cocktails and networking. EMA and Filmtrack will be joined there by our colleagues from EIDR.

**RSVP to [cdieterich@entmerch.org](mailto:cdieterich@entmerch.org)**

## QC Nomenclature Group Formed

The Digital EMA Steering Committee has formed a QC Nomenclature Working Group to develop common language for error codes that are generated when onboarding online video.

Currently, each online video retailer utilizes its own error codes, even though the problems being identified are identical across retailers. Agreeing on common language for error codes and defining the technical issue each flags will allow for more efficient communication between content providers and retailers.

Companies participating in the working group include Amazon, Google, Microsoft Xbox, Netflix, and Sony Network Entertainment.

## EMA to Present Metadata Panels at "Metadata Madness"

EMA, in conjunction with MovieLabs, will present panels on the DEG/EMA Media Entertainment Core Metadata at the upcoming Metadata Madness conferences, which are being produced by the Media & Entertainment Services Alliance (MESA).

The conferences will be held on the afternoons of March 17 in Los Angeles and March 31 in New York City. The EMA panels will focus on how retailers are using and benefiting from the Media Entertainment Core Metadata.

The Media Entertainment Core Metadata describes those metadata fields that are most critical to the retailer's ability to merchandise and distribute media assets. The schema includes approximately 60 fields that provide the essential basic information about the content, such as title, run-time, and cast, and information about the digital asset.

For conference information and registration, please go to [www.metadatamadness.com](http://www.metadatamadness.com).

## Applications for EMA Scholarship Due March 31



Applications for the 2015 academic scholarship to be awarded by the EMA Scholarship Foundation are now available and are due by March 31, 2015.

One academic scholarship will be awarded to an employee of an EMA-member company or an immediate family member who will be engaged in undergraduate or graduate study on a full-time basis. The awardee will receive up to \$16,000 total, which will be issued in four annual increments. Complete rules and the scholarship application are available at [www.entmerch.org/scholarship](http://www.entmerch.org/scholarship).

## Loss Prevention Group Formed

EMA and the Loss Prevention Research Council (LPRC) of the University of Florida have formed the Joint EMA/LPRC Media Asset Protection Committee. The group was formed to address asset protection issues particularly related to entertainment media. Specific topics being discussed by the committee include source tagging, security cases, benefit-denial technologies, and video game accessory packaging.

Companies participating in the committee include Fred Meyer, Giant Eagle, Hastings Entertainment, Target, Toys "R" Us, Trans World Entertainment, and Walmart.

## Doreen McHugh of Giant Eagle Joins Board

Doreen McHugh, category manager for home entertainment at Giant Eagle, has joined the EMA Board of Directors. McHugh has been with Giant Eagle for 17 years, and is currently the Category Manager for Non-Foods and Service Center Businesses, which includes home video. She earned her Bachelor's degree and MBA in Marketing and Business from Duquesne University.

The Giant Eagle supermarket chain serves more than five million customers annually through nearly 400 retail locations in Pennsylvania, Ohio, West Virginia, and Maryland. Founded in 1931, Giant Eagle is one of the 40 largest privately held and family-operated companies in the U.S. It is based in Pittsburgh, PA.



*Doreen McHugh*

## EMA Welcomes New Members My Eye Media, Vubiquity, WaxWorks, and XCINEX

EMA recently welcomed the following to membership in the Association (through February 27). [Descriptions provided by the companies.]



**My Eye Media** ([www.myeyemedia.com](http://www.myeyemedia.com)) is the leader in quality assurance, quality control and testing of all formats of digital motion picture content. The company's deep understanding of the technical intricacies required for the digital landscape makes its work critical to major film studios, cable and satellite channels, streaming media providers, and content library owners. My Eye Media was founded in 2004 and is the most advanced and experienced digital-file testing company in the world. The company operates from its 20,000-square-foot, state-of-the-art facility, headquartered in the heart of the post-production district in Burbank, CA. My Eye Media also manages a vast, global distributed workforce of technicians.



**Vubiquity** ([www.vubiquity.com](http://www.vubiquity.com)) provides technology-based solutions that help the Entertainment and Media industry monetize their content. From licensing to delivery, the company offers a full scope of managed services globally for linear and on-demand viewing that support rental, sell-through, ad-supported, and subscription business models. By providing premium content and multi-platform capabilities that evolve with consumer technologies, Vubiquity is leading the way for the next generation of content services. Vubiquity is a privately held company, with primary offices in Los Angeles, CA and London, UK.



**WaxWorks** ([www.waxworksonline.com](http://www.waxworksonline.com)) is one of the nation's leading authorized entertainment distributors. The company provides wholesale-priced entertainment media, video games, accessories and tanning supplies to businesses coast to coast.



**XCINEX** ([www.xcinex.com](http://www.xcinex.com)) is a revolutionary global entertainment platform. Just like gaming consoles which brought games out of the arcade shops and into millions of homes, XCINEX will bring first-run content, live events, musicals, concerts, sports, and so much more directly to the comfort of the home. Our patented technology ensures that all persons in the viewing area purchase a ticket in order to stream the content. XCINEX then continues to scan the room, excluding young children and pets, throughout the content stream to ensure that audience to ticket ratios are equal.



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VISIT US ON THE WEB!  
[WWW.ENTMERCH.ORG](http://WWW.ENTMERCH.ORG)

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## Mark Your Calendar: EMA 2015 Events

### EMA/FilmTrack/EIDR Reception at NAB Show

April 13, 4:30-6:00 p.m.

Las Vegas Convention Center, Booth N4333

RSVP to [cdieterich@entmerch.org](mailto:cdieterich@entmerch.org) by April 3



### Independent Product Market

April 21-22

Marina del Rey Marriott, Marina del Rey, CA

By Invitation Only



### Los Angeles Entertainment Summit

July 6-8

Hyatt Regency Century Plaza, Century City, CA

By Invitation Only



### Digital Media Pipeline

October 14

Skirball Cultural Center, Los Angeles

For event sponsorship information, contact Carrie Dieterich: [cdieterich@entmerch.org](mailto:cdieterich@entmerch.org); 818-385-1500