

Quarterly Newsletter of the Entertainment Merchants Association (EMA)

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Digital Media Pipeline Sessions to Focus on Windows, Video on Demand, and Digital Supply Chain

The sessions at EMA's 2015 Digital Media Pipeline will feature engaging discussions about the hottest issues in digital entertainment, led by industry leaders:



Session One: Windows—From Box Office to Home & Beyond.

Top theater and home entertainment executives on the future of windows through the release chain. Moderated by Mitch Singer, President, Digital Entertainment Content Ecosystem.

Session Two: Paid Video on Demand—Options for Everyone.

The business models for electronic sell-thru, transactional video on demand, and subscription video on demand and the challenges and opportunities for each. Moderated by Bruce Eisen, The Law Office of Bruce David Eisen.

Session Three: Ad-Supported Video on Demand—The New Market for Advertisers.

The future of "free to the consumer" VOD and its impact on cord-cutting. Moderated by Ted Cohen, Managing Partner, TAG Strategic.

Session Four: Digital Supply Chain—Efficiencies & Challenges.

The importance of supply chain efficiency, challenges and friction points in the digital supply chain, and solutions. Moderated by Heather Wells, Strategic Partnerships & Digital Supply Chain Professional.

Digital Media Pipeline will also feature "deep dives" on digital supply chain initiatives and spotlights on industry-changing technologies.

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. It will be held on Wednesday, October 14, at the Skirball Cultural Center in Los Angeles.

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

More information and to register, please visit www.digitalmediapipeline.com.

M-GO and Sony Network Entertainment Join EMA Board

M-GO and Sony Network Entertainment have added representatives to the EMA Board of Directors, effective at the July 2015 Board meeting.

The 2015-2016 Board of Directors consists of:

- Michael Aragon (Sony Network Entertainment)
- Richard Barry (Toys "R" Us)
- Aaron Cherveny (Target)
- Cameron Douglas (M-GO)
- Justyn Egert (Amazon)
- Bob Geistman (Ingram Entertainment)
- Mike Gimlett (GameFly)
- Marty Graham (Rentrak)
- Daniel J. Kaufman (GameStop)
- Chris Koller (Best Buy)
- Jim Loperfido (Emerald City Video)
- Doreen McHugh (Giant Eagle)
- Bill Miller (Trans World Entertainment)
- Mike Saksa (Redbox Automated Retail)
- Mark Vrieling (Rain City Video)
- Jonathan Zepp (Google)



Cameron Douglas



Michael Aragon

In addition to Sony's Aragon and M-GO's Douglas, Target's Cherveny and Amazon's Egert are new to the Board this year.

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.

**Graham Re-Elected
EMA Chairman**



Marty Graham

At the July meeting of the EMA Board of Directors, Marty Graham was re-elected as chairman of the Board. Graham, who is President of Home Entertainment for Rentrak, was first elected chairman in 2014.

Jonathon Zepp of Google was elected vice chairman. He previously served as secretary of the association.

Redbox's Mike Saksa was tapped to be secretary, and Bob Geistman of Ingram Entertainment was re-elected to the treasurer position.

Rounding out the executive committee is Michael Aragon of Sony Network Entertainment, who was named to an at-large position.

Digital EMA Updates

Digital EMA Retailer/Studio Meeting: Approximately 75 experts in the digital entertainment supply chain gathered at Digital EMA's retailer/studio meeting in Venice, California to discuss standardization of the supply chain. Currently, the plethora of different protocols embraced by studios and retailers creates tremendous inefficiencies and friction in the digital entertainment supply chain. EMA has been working with retailers to identify areas where standard protocols could reduce or eliminate these inefficiencies and friction points.

Participants discussed adoption of the EMA avails specification, the Media Entertainment Core Metadata, EMA's QC nomenclature standards, the Entertainment ID Registry (EIDR), closed captions, image files, mezzanine files, international ratings, and a common media manifest.

Digital EMA Summit at LAES: Digital EMA held its inaugural Forum at the Los Angeles Entertainment Summit on July 17. The forum featured a preview of the EMA QC nomenclature standards, updates on EMA's digital supply chain initiatives, an overview of the Entertainment ID Registry (EIDR), and research findings on cord-cutting and other consumer trends in the digital marketplace.

Bay Area Salon: Digital EMA held its first salon in Silicon Valley on September 16. Approximately three dozen attendees enjoyed a networking happy hour that was followed by a spirited discussion of current events in the digital entertainment sphere.

EMA presents several salons in Los Angeles and New York City each year. These informal events are designed to allow digital entertainment leaders to meet, socialize, and share their views on industry trends. The next salons will be on November 9 in New York City and December 3 in Los Angeles.

LAES Again Brings Industry Together

More than 1,000 people from 80+ companies participated in fourth annual Los Angeles Entertainment Summit (LAES) in July.

In addition to the business meetings, the golf tournament, welcome reception, and studio lot party at Universal Studios provided excellent networking opportunities, and the Knowledge Exchange and Tech Tour highlighted important trends and developments in the industry.

"We were very pleased with the productive business meetings at the Summit, the enthusiasm that attendees had for the home entertainment business, and the support that all segments of industry gave to this event," said EMA President & CEO Mark Fisher. "We appreciate the leadership of the Summit by our co-chairs, John Morici of Universal Pictures Home Entertainment, Ron Kurtz of Square Enix, and Mark Horak, President of Redbox and founder of LAES. And a special thanks goes out to the entire team at Universal Studios for presenting a great studio lot party!"

As a result of the support of all the LAES participants and sponsors, EMA was able to make another significant six-figure donation to the Cystic Fibrosis Foundation in conjunction with Summit.

The 2016 Los Angeles Entertainment Summit will be held July 18-20 at the Hyatt Regency Century Plaza. Bob Buchi, President, Worldwide Home Media Distribution for Paramount Pictures, has agreed to co-chair next year's Summit. The studio lot party will be held at Paramount Studios on the evening of July 19.



Attendees at LAES's Tech Tour got to experience the newest home entertainment technologies.



Walmart's Louis Greth shared his perspectives on entertainment retailing at the LAES Knowledge Exchange.

EMA Welcomes New Members

EMA recently welcomed the following to membership in the Association (through September 30). [Descriptions provided by the companies.]



BBC Worldwide (www.bbcworldwide.com) is the main commercial arm and a wholly owned subsidiary of the British Broadcasting Corporation (BBC). Its vision is to build the BBC's brands, audiences, commercial returns and reputation across the world. This is achieved through investing in, commercialising and showcasing content from the BBC around the world, in a way that is consistent with BBC standards and values. The business also champions British creativity globally.



Entertainment ID Registry Association [EIDR] (www.eidr.org) is a not-for-profit industry association that was founded by Movielabs, Cablelabs, Comcast and Rovi to meet a crucial need across the entertainment supply chain for universal identifiers for a broad array of audio visual objects. Board members also include Disney, Google, ITV, Sony Pictures Entertainment, and Warner Bros. From top level titles, edits, and DVDs, to encodings, clips and mash-ups, EIDR provides global unique identifiers for the entire range of audiovisual object types that are relevant to entertainment commerce.



MarVista Entertainment (www.marvista.net) is an independent entertainment studio with a mission to produce, acquire, and distribute premium film and television programming worldwide. Founded in 2003 as a global television distributor, MarVista quickly expanded into original feature film and television production while building a library showcasing more than 2,500 hours of content. MarVista's original productions range from independent films—including recent LA Film Festival selection *Caught*—to co-productions with major broadcasters including Disney Channel and Disney XD, Nickelodeon, Lifetime, and Hallmark, among others. As a studio with a global perspective, MarVista has an expansive distribution footprint spanning more than 125 global territories and reaching all major VOD, SVOD, and broadband platforms through its digital distribution division, MarVista Digital Entertainment (MVDE).



Rev (www.rev.com) is reinventing closed captions for the entertainment industry. Our proprietary software combined with a distributed workforce allows us to deliver our services at a lower cost than traditional vendors, while maintaining quality and turnaround speed. We provide full transparency into our pricing and do not lock clients into contracts or minimums. Based in San Francisco, Rev is backed by the venture capitalists who invested in LinkedIn, Pinterest, Yelp, and oDesk (now Upwork). Our captions and transcription services are \$1 per minute and we offer subtitles at \$7.50 per minute. No hidden fees.



Rightsline (www.rightsline.com). Rights are at the center of your business, and the media universe is accelerating out of control. To get ahead, you need perfect data and streamlined workflows. Unfortunately, it's a struggle even to know what you own and what you can do with it, let alone monetize it to the max. Our enterprise SaaS solution solves that and more. You'll gain control of your Catalog, Inventory, Avails, Deals, and Royalties like never before. You'll always know exactly what you own and exactly what you can do with it, in real time, at your fingertips. You'll cut the waste from your organization's internal workflows, so you can do more deals. Rightsline equips creative content owners, distributors, and media channels with the simplest and most intelligent tools to exploit their catalogs, revealing new opportunities to maximize audiences and profitability.



Sfera Studios (www.sferastudios.com) provides enterprise cloud-based platforms that revolutionize how content is prepared, enhanced, and localized for worldwide distribution. The platforms simplify media management, distributed workforce management, localization, and content verification. They include proprietary web-based tools for content conformance, origination, and quality control. Additionally, Sfera provides on demand and scalable localization and quality control services through its cloud based global network of 3,000+ media professionals.



V2Solutions (www.v2solutions.com) is a provider of digital solutions for content producers and distributors. From content creation through digital distribution to point of sale/viewing, our real-time digital services automate and accelerate processes at every stage—so you can achieve the speed, efficiency, and quality that your business needs. We constantly develop and enhance our advanced digital solutions to assist Studios, TV Networks, Content owners and Distributors to meet surging consumer demands for music, video games, and other emerging media—across an array of existing and emerging distribution channels including TV, broadband, gaming consoles, and mobile. Our solutions cover metadata management throughout the digital supply chain with a special focus on international distribution and on market insights from our Digital Store Check.



Entertainment Merchants
Association (EMA)

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

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WWW.ENTMERCH.ORG

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Mark Your Calendar: EMA 2016 Events



Digital EMA Forum at CES

January 6, 2016

Embassy Suites Convention Center, Las Vegas, NV



Independent Product Market

April 12-13, 2016

Marina del Rey Marriott, Marina del Rey, CA



Los Angeles Entertainment Summit

July 18-20, 2016

Hyatt Regency Century Plaza, Century City, CA

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