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Supply Chain Transformation Consultancy, Remodus Joins EIDR to Strengthen Offerings

Recognizing the value of EIDR's industry standard unique content identifiers to drive workflow efficiency improvements for entertainment industry clients.

New York, NY, October 2, 2018 – The Entertainment Identifier Registry Association (EIDR), the source of universal identifiers for digital distribution of movies and television assets, announced today that Remodus, a worldwide consulting agency within the global entertainment industry, has become the first 'EIDR-Ready' consultancy.

Remodus and their team of media industry professionals will implement the use of EIDR IDs to better deliver tailored services for entertainment industry clients, including business and workflow analysis, transformation management and guidance on both digital and technology strategies.

"One of the greatest challenges we hear about from our clients - be they international broadcasters or specialist compliance organizations - is efficiently matching up data across systems so that they can extract maximum value from their content across multiple platforms," said Emma Clifford, Remodus co-founder. "The global entertainment industry is crying out for a recognized standard in unique IDs that will allow organizations at all levels to build efficient workflows and share data effectively, and EIDR provides that to bring real value to our clients."

EIDR's highly curated database of nearly 2 million title IDs provides member companies with a reliable way to automate the matching of content for a variety of data sets. As EIDR IDs become more universal, companies and industry leaders benefit from its ability to provide fast, accurate, low-cost automated distribution, measurement and data exchange.

"Partnering with media workflow experts, with real operational experience, to drive standards adoption in the industry's content ecosystems is vital to the growth of EIDR," says Will Kreth, Executive Director of EIDR. "The persistent nature of the EIDR IDs provides a solid foundation for effective metadata management that will enable Remodus to reengineer their supply chains."

About EIDR

The Entertainment Identifier Registry Association (EIDR) is a universal identifier system for movie and television assets built to enable the automation of entertainment commerce and to increase the availability of quality data for analytics. EIDR provides a highly curated database that addresses commercial workflows by uniquely identifying assets ranging from top level titles to edits, digital encodings and franchises. EIDR IDs are already in commercial use in various reporting and cross-platform measurement applications. For more information about EIDR, please visit eidr.org.

About Remodus

Media organisations choose Remodus when they need more than just 'cookie-cutter' consulting. Experienced media professionals with first-hand knowledge of content creation, management, security and distribution, Remodus help companies rethink, reshape and rebuild the way they operate, getting them fit for future growth. Because every media organisation is unique, with specific challenges, dependencies and restrictions, Remodus doesn't try to squeeze clients into a consulting template. Instead, it provides a menu of professional services that can be tailored to precise needs. For more information about Remodus please visit www.remodus.com