DEG, EMA and MOVIELABS FORM DIGITAL SUPPLY CHAIN ALLIANCE

New framework designed to enhance cooperation among group members to strengthen the Digital Supply Chain

LOS ANGELES (July 18, 2018): DEG: The Digital Entertainment Group, the Entertainment Merchants Association (EMA) and MovieLabs are pleased to mark the beginning of a new, closer alignment through the formation of the Digital Supply Chain Alliance. The Alliance is designed to improve cooperation among DEG, EMA and MovieLabs members in service of improved efficiency, standards adoption and the sharing of best practices.

A new Digital Supply Chain Steering Committee has been established and will work under the stewardship of DEG Executive Director John Powers, EMA VP Industry Leadership Eric Hanson and MovieLabs VP Distribution Technology Craig Seidel to provide oversight, guidance and direction for the groups’ combined efforts.

The new Alliance will enable the three organizations to set common goals and timelines for adoption of supply chain specifications and best practices. A shared adoption plan and roadmap will help member companies drive automation faster and more efficiently to keep up with the pace of change in digital distribution.

“I'm really excited about streamlining how ecosystem participants collaborate on improving the digital supply chain,” said Steering Committee member Bill Kotzman, Partner Product Manager at YouTube/Google. “The formation of the Digital Supply Chain Alliance is a very positive step towards increased organizational efficiency that will enable us to spend less time on deciding which problems to solve and more time on actually solving problems.”

The Alliance was announced today at the first Digital Supply Chain Biannual Meeting, held at the Loews Hollywood Hotel. During the meeting, participants learned about new joint processes, heard from subject matter experts about recent digital supply chain successes and discussed recommendations for areas of further exploration.
“This new framework for collaboration will bolster the sharing of best practices and allow us to move faster towards standards adoption industrywide, said Steering Committee member Mark Sgriccia, VP Content Operations and Strategy at Lionsgate.

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About DEG
The DEG advocates and promotes entertainment platforms, products and distribution channels that support the movie, television, music, consumer electronics and IT industries.


About EMA
The Entertainment Merchants Association (EMA) is a not-for-profit international trade association whose mission is 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.

EMA-member companies operate physical and digital retailing, digital platforms and streaming services around the world, offer content for retailers and streaming services, and provide service and technology for the industry. Membership comprises the full spectrum of retailers, distributors, the home video divisions of major and independent motion picture and television studios, video game publishers, and other related businesses that constitute and support the $40 billion home entertainment industry.

EMA’s activities include presenting conferences, networking, and information sharing opportunities, developing and promoting industry standards, specifications, and best practices, engaging with government entities, and producing an annual report on the industry.

EMA was established in April 2006 through the merger of the Video Software Dealers Association (VSDA), founded in 1981, and the Interactive Entertainment Merchants Association (IEMA), organized in 1997.

About MovieLabs
Motion Picture Laboratories, Inc. (MovieLabs) is a non-profit technology research laboratory founded by Paramount Pictures Corporation, Sony Pictures Entertainment Inc., Twentieth Century Fox Film Corporation, Universal City Studios LLLP, Walt Disney Pictures and Television, and Warner Bros. Entertainment Inc. MovieLabs began operations in 2006 with the goal of driving innovation to create business opportunities and deliver tangible solutions to challenges that Hollywood faces in transitioning to digital distribution. MovieLabs is a driving force behind a suite of technology initiatives enabling automation between content providers and online distributors.