EIDR Manual Quality Check
Theatrical Title Matching
A Best Practices Guide

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1 Introduction
This document describes the best practices and process for a title level matching exercise of “Provider” records before they are loaded into the Sandbox, and eventually the Production EIDR DB. This document assumes the reader is familiar with the EIDR Data Fields Reference and should be used in conjunction with that guide.

The title matching work is primarily a manual process by which potential records from a “Provider” would be matched to EIDR numbers currently in the EIDR database, and matched to the provided titles. Those titles are then vetted manually to ensure correctness.

2 Data Review Process Overview
The following is a high level overview of the steps that need to be taken for doing manual data review of title level items that are intended to be registered into the EIDR data base.

1. Provider to use provided template and populate a list of titles to EIDR/Rovi
2. EIDR/Rovi to populate the template with all the relevant EIDR data fields.
3. EIDR/Rovi to do a check of all tiles using the following best practices below.
4. Finalized list is sent back to provider.
5. Provider to then input gaps in data into EIDR DB.*

* Registering of the Movie Titles is not discussed in this document but is covered in the Registering Best Practices document

2.1 Requirements

2.1.1 Excel Template
The template will have all Provider-required as well as all the EIDR fields that will be populated for the matching process. In addition any alternate source fields used to validate the matching (ex. IMDB) will be identified.

The template will also include fields to add Alternate ID’s (ex. IMDB ID) and alternate titles found during search of alternate sources of data.

2.1.2 The Provider
The Provider should include all the following data/information in the excel spreadsheet template provided:

- Providers Title (verified)
- Providers Theatrical Release Date
• Any Provider specific Alternate ID’s
• Provider Run Time
• Provider Listed Production Companies

2.1.3 EIDR Match (first pass)
EIDR/Rovi will include the following data/title matches to the spread sheet template and will include the following fields:

• EIDR #
• Corresponding EIDR Title
• EIDR Referent Type
• EIDR Theatrical Release Date
• EIDR Run Time

3 Data Review Process
The following section details the best practices for the Title Level Matching effort.

3.1.1 Titles
When reviewing the title and comparing the Provider data with the returned EIDR title data, here are some best practices for getting the correct data into the record.

• Additional Title Prefix
  o Prefix of title that does not match with original release title
  o [Prefix] [Movie Title]
    ▪ Ex. “Wonderful World of Disney’s” [Movie Title]
  o The Prefix title may have come later in the lifecycle of the film, so it must be determined what the original release if this film was.
    ▪ Use alternate sources review to confirm the title. Described below.
  o Best Practice will be to confirm the title in alternate sources; will be to drop the prefix title and include only the release title name. Then add the Prefix + Movie Title as an Alternate Title.

• Franchise tag only, included or not with the Movie title
  o Confirm if title include Franchise Tag and possible version # should be included.
  o [Franchise Tag (#)]: [Movie title]
    ▪ Ex. The Santa Clause 3: The Escape Clause vs. The Santa Clause 3
  o This is very similar to #1 above, but in this case the franchise tag may be a part of the original title, so it must be confirmed.
    ▪ Use alternate sources review to confirm the title. Described below.
• Best Practice will be to confirm the title in alternate sources; if the entire title (Franchise Tag + Movie Title) is shown on at least 2 additional alternate resources then use the one with majority of occurrence.

• Production Company in Title
  o The EIDR title or the Provider title may have a productions company Name as a prefix to the movie Title.
  o [Production Company:] [Movie Title]
    ▪ Disney’s A Christmas Carol
    ▪ National Lampoon’s Animal House
  o This is very similar to #1 above, but in this case the franchise tag may be a part of the original title, so it must be confirmed.
    ▪ Use alternate sources review to confirm the title. Described below.
  o Best Practice will be to confirm the title in alternate sources; will be to drop the prefix title and include only the release title name. Then add the Production Company + Movie Title as an Alternate Title.

• Number and Spelled Numbers
  o Titles may have different ways of depicting numbers in the titles. You must confirm the original title is correctly matched
    ▪ Spelled out numbers
      • Ex. One Hundred vs. 100
    ▪ Numeric values
      • Ex. $1,000,000 vs. One Million Dollars
    ▪ The title may have either one of these variations that must be reviewed by alternate sources to determined what the original release if this film was.
      • Use alternate sources review to confirm the title. Described below.
    ▪ Best Practice will be to confirm the title in alternate sources; default to the title with majority of occurrences found during the alternate source review.

• Multiple Versions of a Title
  o You may find that there are multiple versions of a title, and the one you are looking for is not there.
  o If the title searched does not come back with a match, search the EIDR database for other versions of the same title. They may be different years, cast, etc.
    ▪ Ex. Multiple Productions of 20,000 League Under the Sea, but the specific 1954 version (which is a valid version) was not present in EIDR, and must be added in the gap registration
  o The options are:
    ▪ The EIDR records are correct for the alternate versions
    ▪ OR the title provided to by provider is incorrect, and it matches with another existing EIDR
• OR there is not record of that title in EIDR
  ▪ Use alternate sources review to confirm the title. Described below.
  ▪ Best Practice will be to confirm the title in alternate sources; default to the title with majority of occurrences found during the alternate source review.

  Additional Characters missing
  ▪ There may be instances when the Movie title of the original release requires and additional character(s).
  ▪ [Title][Additional Characters]
    ▪ Ex. Bon Voyage (incorrect) vs. Bon Voyage! (correct)
  ▪ When are confirming title with extra character (characters like; !, $, ? etc.), you should check alternate sources.
    ▪ Use alternate sources review to confirm the title. Described below.
  ▪ Best Practice will be to confirm the title in alternate sources; default to the title with majority of occurrences found during the alternate source review.

  Additional titles included or excluded
  ▪ There may be instances in the matching process where Titles will have an additional title included, separated by a colon, or the tile will require an additional title separated by a colon.
  ▪ [Title 1]: [Additional Title]
    ▪ Ex. Air Bud: Golden Receiver (correct)
    ▪ Ex. Herbie: Fully Loaded (incorrect) → Herbie Fully Loaded
  ▪ Confirm that any additional title is present and needed, present and not needed or excluded and needed. Then confirm if the additional title is separated by another character (like a colon).
    ▪ Use alternate sources review to confirm the title. Described below.
  ▪ Best Practice will be to confirm the title in alternate sources; if the entire title (Title + Alternate Title) is shown; default to the title with majority of occurrences found during the alternate source review.
    ▪ In example 1, the colon was used in the all of the alternate source listing, so it would be ok to have it as part of the title in EIDR.
    ▪ In example 2, the original movie title and poster were broken into two lines, colon was added to one line title but should be removed for the EIDR title.

  Date in parenthesis next to title
  ▪ ex: Pinocchio (1940), Planet of the Apes (1968)
  ▪ Remove date form title
  ▪ Before date is removed, you may use this to confirm release date, as sometime the release date was put in the title and release date was not populated.
• Hyphenated title
  o There may be titles that come back with a hyphen.
    ▪ Ex. Rocket-Man Vs. Rocketman
  o Best Practice will be to confirm the title in alternate sources; default to the title with majority of occurrences found during the alternate source review.
  o Validate with Poster Art as well

• Comma Separated Title
  o [Movie title], The
  o The title should not include the commas and should be formatted as follows:
    ▪ The [Movie Title]
  o Best Practice will be to confirm the title in alternate sources; default to the title with majority of occurrences found during the alternate source review.
  o Validate with Poster Art as well

• Roman numeral vs. Arabic numeral
  o [Movie Title] 2 vs. [Movie Title] II
  o Best Practice will be to confirm the title in alternate sources; default to the title with majority of occurrences found during the alternate source review.
  o Validate with Poster Art as well

3.1.2 Release Date
1. When release date of EIDR does not match with release date of the Provider.
   a. Use multiple sources to verify.
      i. Look on several alternate sources and when you see at least 2 if not three Release Date that are matching, use the one with the greatest occurrence.
   b. IMBD is the best site for this type of data.
   c. Best Practice is to use US release date, unless no release in US is available:
      i. When looking at Release Date it is important to remember to look for the earliest US release.
      ii. The release date is sometimes listed as a limited premiere of one night in one city as opposed to the wider US release sometime later.
      iii. Foreign release dates will often be listed as the release date, use the US release date, unless there is not US release and only a foreign release then use first wide release date of film.
      iv. Do not use Film Festivals and other limited screening for Release Date.
   d. Best Practice is to use the date with the most detail.
      1. 1975 vs. 12/13/75, try to validate the Release Date with the most detail, if you can use that one. If you can not,
but all other source point to eh same year, use the year only.

3.1.3 Run Time
1. When release date of EIDR does not match with release date of the Provider.
   a. Look on several alternate sources and when you see at least 2 if not three Release Date that are matching, use the one with the greatest occurrence.
   b. Example: Use 60 min as Run Time
      i. EIDR 88 min
      ii. Provider 60 Min
      iii. IMDB 60 min
      iv. Yahoo Movie 60 min

3.1.4 Referent Type
1. Movie and TV with the same tile
   a. You may come across a TV titles that comp up even when you are doing a title search for Theatrical Releases.
   b. Make sure you look at the referent type for each, and then drill down in the EIDR record to confirm.
         1. In 1997 there was a version of the movie that darn cat and a TV episode of That Darn Cat. The IEDR matched was the TV version of That Darn Cat – Referent Type was TV, and was correct and that should be a clear indicator.
   2. If matching Movies only or TV only confirm that no EIDRs are coming up in your list with a different referent type.
      a. If you are searching movies – confirm you do not see (TV, short, composite, etc.) If so drill down into the EIDR record to see if it has the incorrect referent type or if the record pulled is NOT a match the record you were looking for.
      b. Use alternate sources to help confirm.

3.1.5 Original Release or Variant?
1. Title match found, but on the right one
   a. A title can come back as a match, but when it is investigated it comes up as a variant of the original
      i. 3D version of the original title comes up as a match for the title, which the parent record is not listed.
      ii. In this instance the parent record is not in the EIDR but the edit variant is.
   b. Foreign film, that was release in US as well as internationally, with multiple languages
i. IMDB has French as the original title, but still lists it primarily under the US title with a top-level runtime of 104min, but a US runtime of 84. It actually was initially shown at film festivals in 2009. This is a tricky one. The English version is likely at least a partial derivative. But I doubt that Pierce Brosnan was talking in French. I guess we go with what we have acting as if the US version is primary with the 84min runtime.

4 Alternate Sources for Data Review
When checking data you should use at least two alternate sources per title to confirm the information is correct. To address the question of what additional sources can one use to verify the data is correct, use one of the following:

1. IMDB
2. Amazon (the VOD listings)
3. Wikipedia - movie listings
4. MSN - movie listings
5. Yahoo Movies
6. Apple iTunes Movie listings

When reviewing data, it is important to always look at the original released movie poster (avoid DVD and another alternate Media covers). Good sources for reviewing Poster Art are:

1. IMDB
2. Wikipedia movie listings
3. Amazon (the VOD listings)
4. MSN Movie listings

4.1 Alternate Source Review Process

4.1.1 Extra Data Acquisition from Alternate Source
During the data review process you will be looking for title, release date run time data confirmation. You will be using IMDB as part of that effort, and should capture and add additional IMDB data to the spreadsheet.

When doing manual reviews of titles with IMDB you should always do the following:

1. Capture the IMDB ID:
   a. Pull the IMDB ID off the web page and add it into the EIDR record as an alternate ID.
   b. You can locate the IMDB ID number in the URL for the web page of the film you are locating.
c. For example: Search for Animal House and you will get the URL:
d. The tt# at the end of the URL (tt0077975) is the IMDB ID and that can
be copied to the EIDR record as an Alternate ID.

2. Production Companies
   a. Capture and add all the production companies listed on IMDB for
      comparison with Provider data.