



**Transforming the Motion Picture Industry
with a Global Standards Registry**



Why the Motion Picture Industry Needs Change

- ❖ **Real Challenges We're All Facing**
 - ❖ Standards like EIDR for identifiers, ISAN for audiovisual works, SMPTE for metadata, MovieLabs for content description, and MPEG-21 for rights don't always connect smoothly
 - ❖ Assets get duplicated across production, distribution, and archiving – it's a hassle
 - ❖ Rights and credits tracking can break down, leading to disputes and hold-ups
 - ❖ Creators often deal with unclear royalties and participation shares
 - ❖ Manual fixes for these mismatches eat up time and resources
 - ❖ Overall, this adds up to avoidable costs and lost chances every year
- ❖ **Market Size:** Core production and distribution around \$65–70 billion (2025 projection)

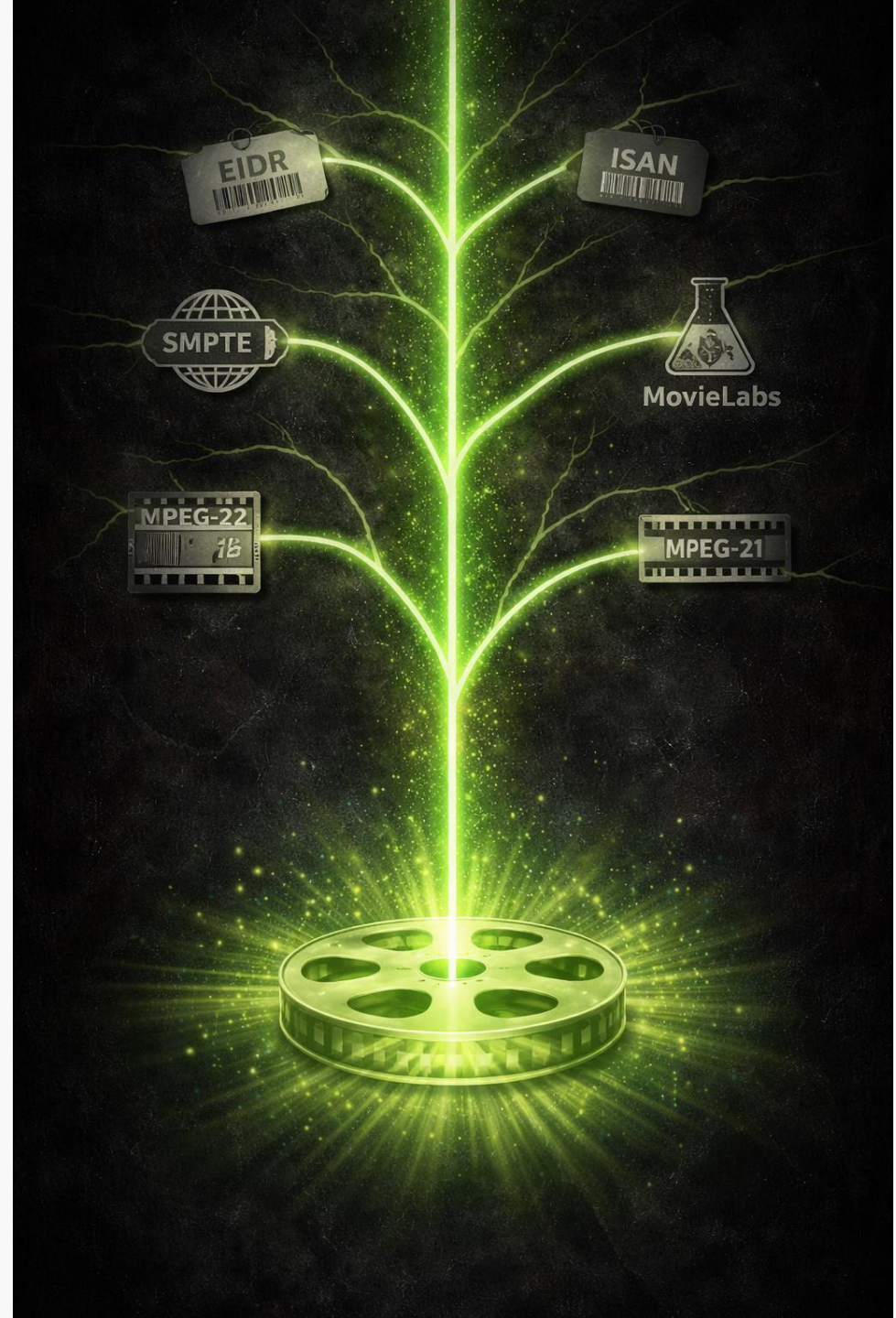




Introducing SagaMotionPicture

❖ Our Practical Solution

- ❖ A shared backbone on SagaChain™ that ties everything together securely
- ❖ Brings in existing standards like EIDR, ISAN, SMPTE, MovieLabs, and MPEG-21 through flexible inheritance – no need to scrap what works
- ❖ Keeps assets, rights, and records as reliable, trackable items with built-in history and checks
- ❖ A free contribution from PraSaga Foundation: Built to alpha level and open for your input
- ❖ Open to creators, studios, regulators, and everyone in between

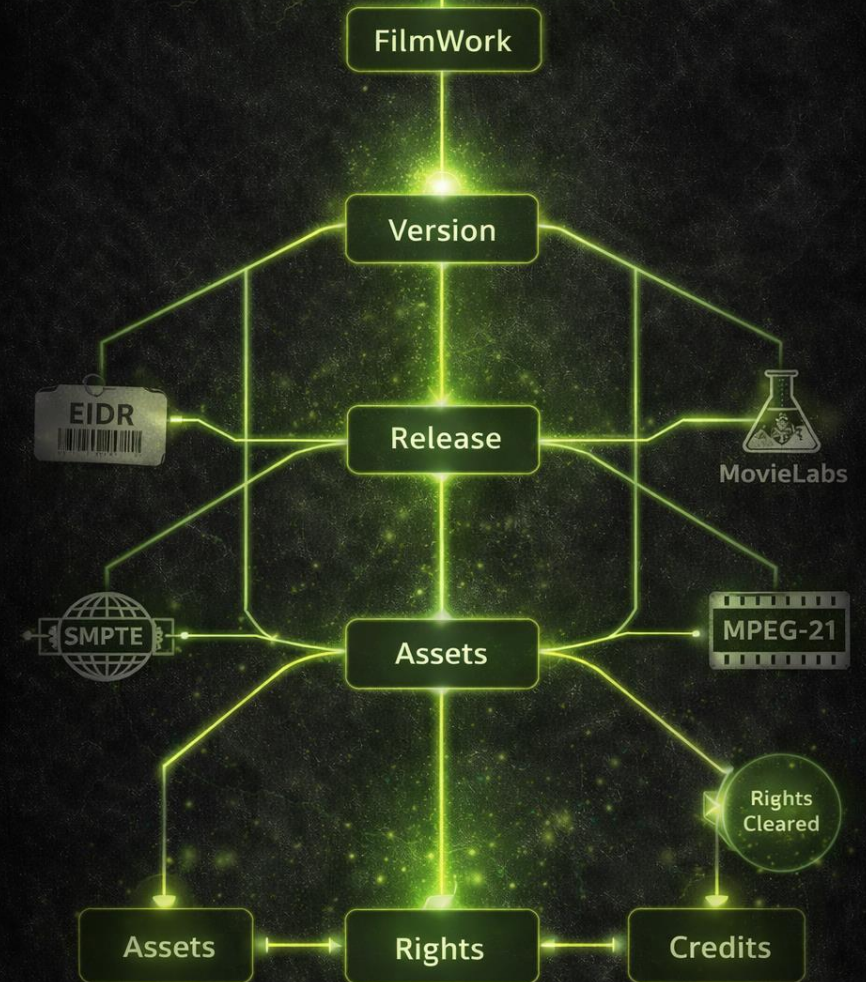




The Motion Picture Class Tree Explained

❖ What Makes It Tick

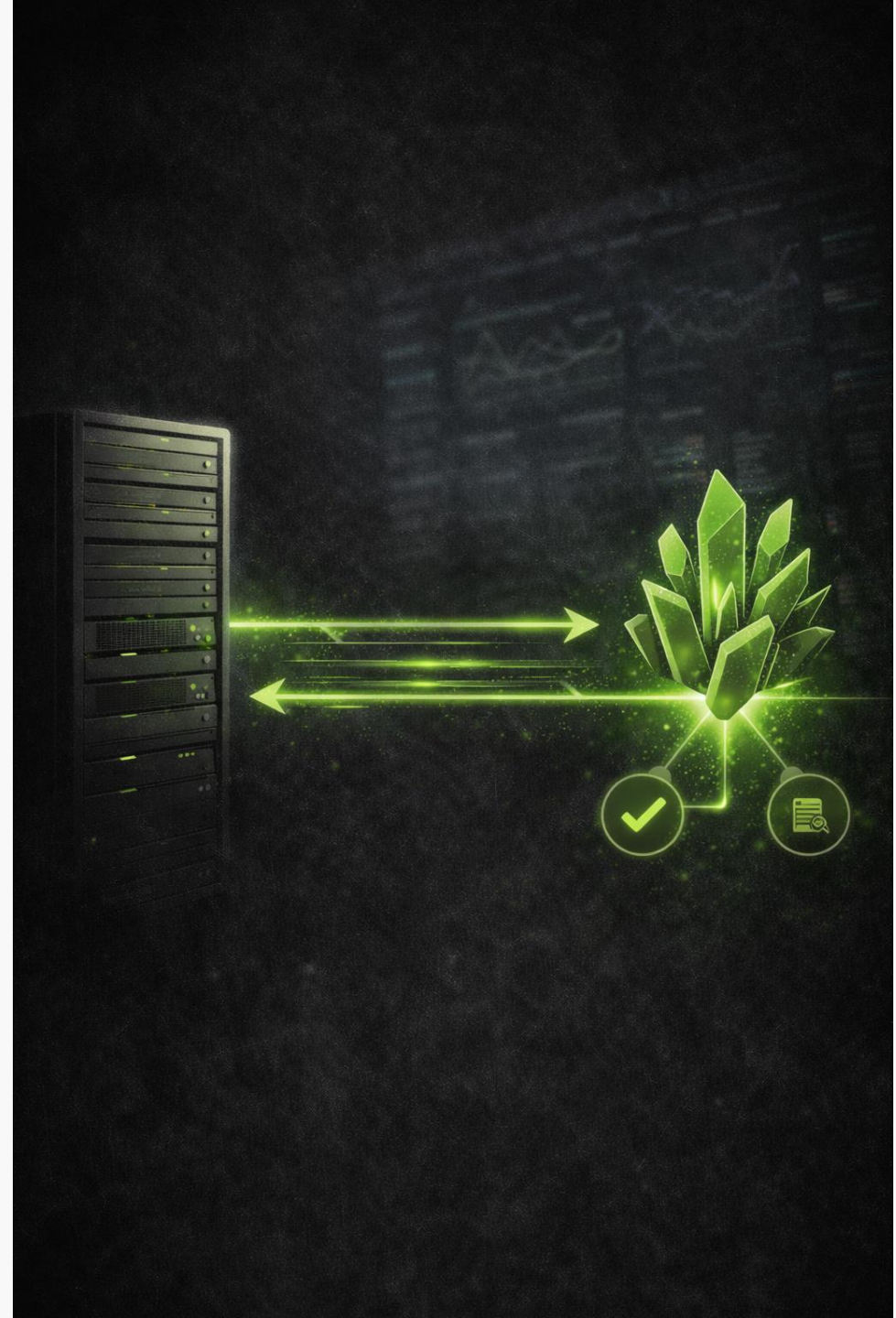
- ❖ A structured setup for films, assets, rights, teams, and day-to-day ops
- ❖ Flexible: Builds on Saga's smart assets that can inherit from multiple sources
- ❖ Works with others: Matches up perfectly with key industry standards
- ❖ Always up-to-date: Tracks live info like "Rights Cleared" that anyone can verify
- ❖ For example: Start with a "FilmWork," add a "Version," then a "Release" linked to EIDR or ISAN IDs





How Integration Works - Simple and Low-Risk

- ❖ **Getting Started is Easier Than You Think**
 - ❖ Just connect your current setup to a SagaChain node
 - ❖ Swap info using straightforward SagaPython messages – like sending quick updates
 - ❖ Begin with just watching data, then add more as you go
 - ❖ No big changes or data moves needed
 - ❖ Check it out: Demo at sagascan.prasaga.com

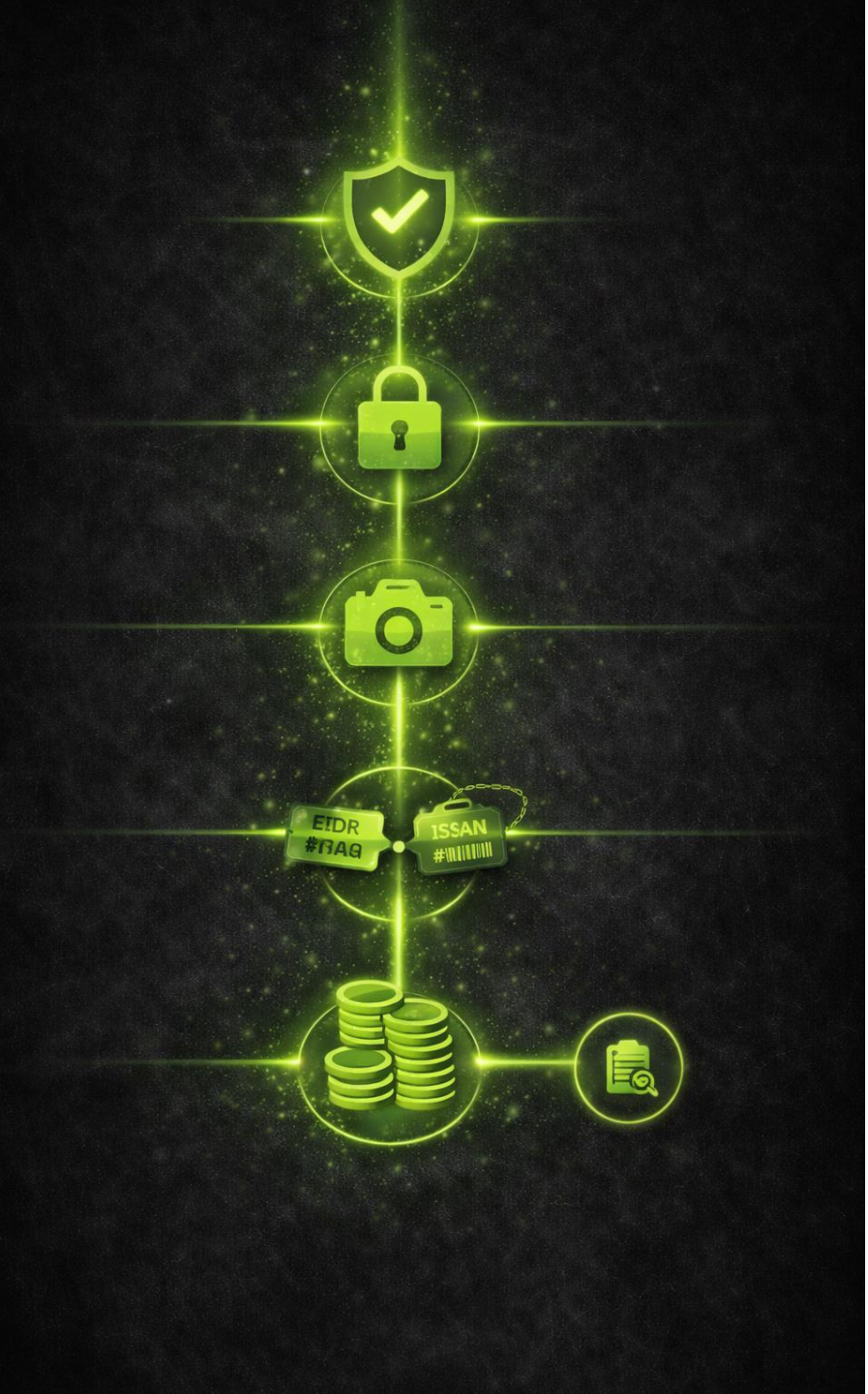




Real-World Impact Proven - Through Live Pilots

❖ Six Ready-to-Test Examples

- ❖ Secure credits and attribution across projects
- ❖ Clear rights tracking and usage rules
- ❖ Tracking digital assets in virtual production
- ❖ Linking different ID systems without conflicts
- ❖ Simulating fair royalties for creators
- ❖ Solid records for operations and performance These all build on the same foundation – they fit together naturally





Financial Impact - Industry Context

The Big Picture (2025)

- ❖ Core global motion picture production and distribution market: ~\$65–70B
- ❖ Global theatrical box office forecast: ~\$33–34B

Today's Hidden Costs from Fragmentation

- ❖ Rights clearance delays and disputes add major overhead
- ❖ Mismatched metadata and identifiers slow everything down
- ❖ Unclear royalties create uncertainty for creators
- ❖ These issues feed into broader problems, like piracy exposure

Turning Challenges into Wins

\$65–70B

\$33–34B



Financial Impact - Potential Savings

- ❖ **Annual Savings with Widespread Adoption**
 - ❖ **\$3–8B possible** through smarter workflows
 - ❖ Automation of rights and fewer disputes: \$1–2.5B
 - ❖ No more manual reconciliation: \$0.5–1.5B
 - ❖ Faster audits and operations: \$0.5–1.5B
 - ❖ Indirect help reducing piracy via better provenance: \$0.5–2.5B
- ❖ **Low Cost to Get Started**
 - ❖ Per organization: ~\$50K–\$500K (simple messaging setup)

Strong ROI Ahead



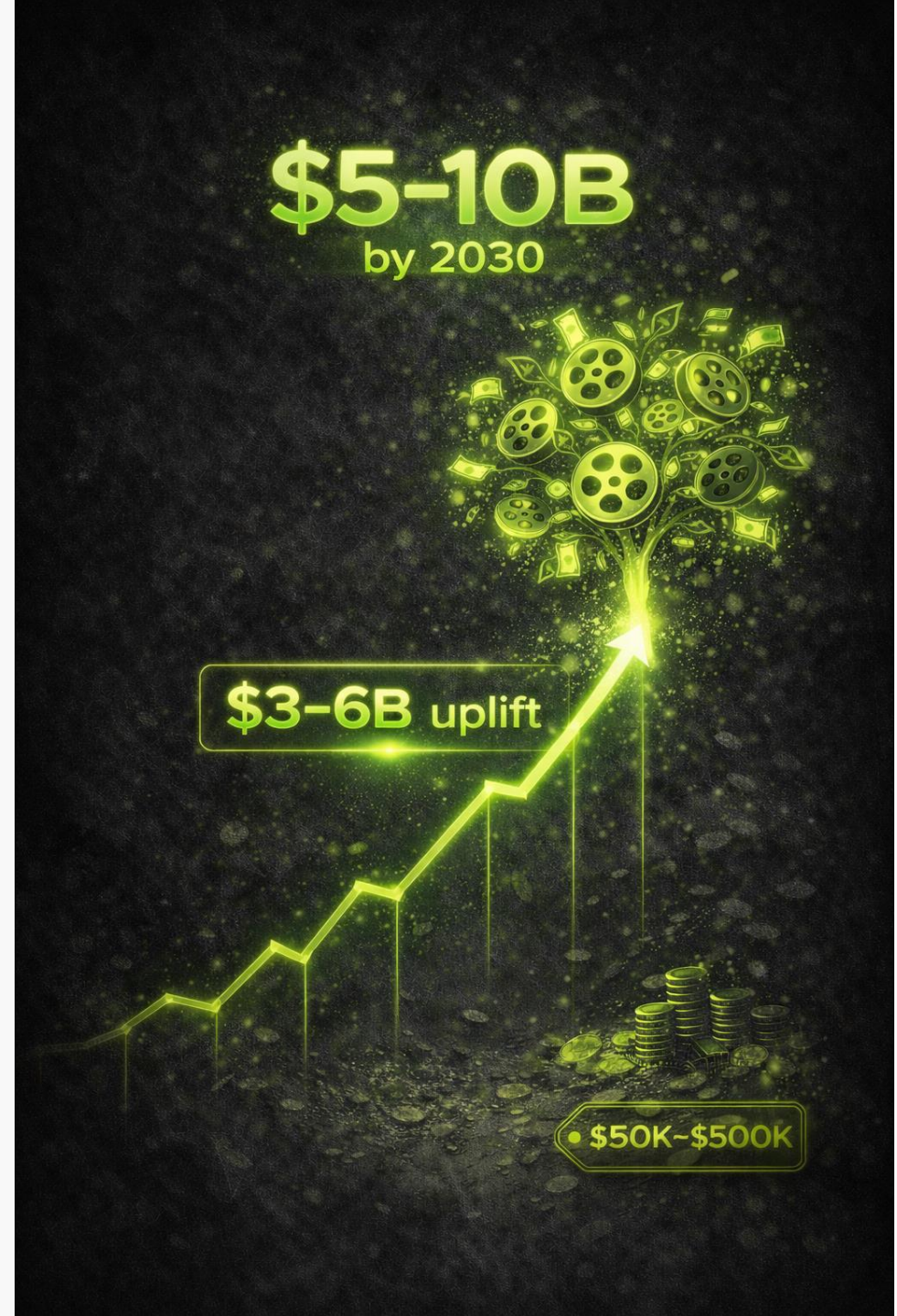


Financial Impact - Growth Opportunities

New Revenue Potential

- ❖ **\$3–6B uplift** (5–10% market growth)
 - ❖ Better reuse of assets and smoother global deals
 - ❖ Fairer models that empower creators
 - ❖ More trust opening up emerging markets
- ❖ **Net Outlook**
 - ❖ Payback in <1 year for early adopters
 - ❖ Long-term industry boost: ~\$5–10B annually by 2030

A Clear Path to More Profits and Less Waste





Wins for Every Stakeholder

- ❖ **Benefits That Hit Home for Everyone Creators**
 - ❖ Reliable credits and fairer shares that stick
- ❖ **Studios & Platforms**
 - ❖ Quicker deals, less paperwork, fresh ways to make money
- ❖ **Distributors & Exhibitors**
 - ❖ Smoother worldwide releases, fewer clearance snags
- ❖ **Archives & Institutions**
 - ❖ Easy ways to preserve films and history for the long haul
- ❖ **Regulators & Standards Bodies**
 - ❖ Quick checks without extra rules
- ❖ **Consumers**
 - ❖ Easier to find content, more trust, and a wider variety of stories



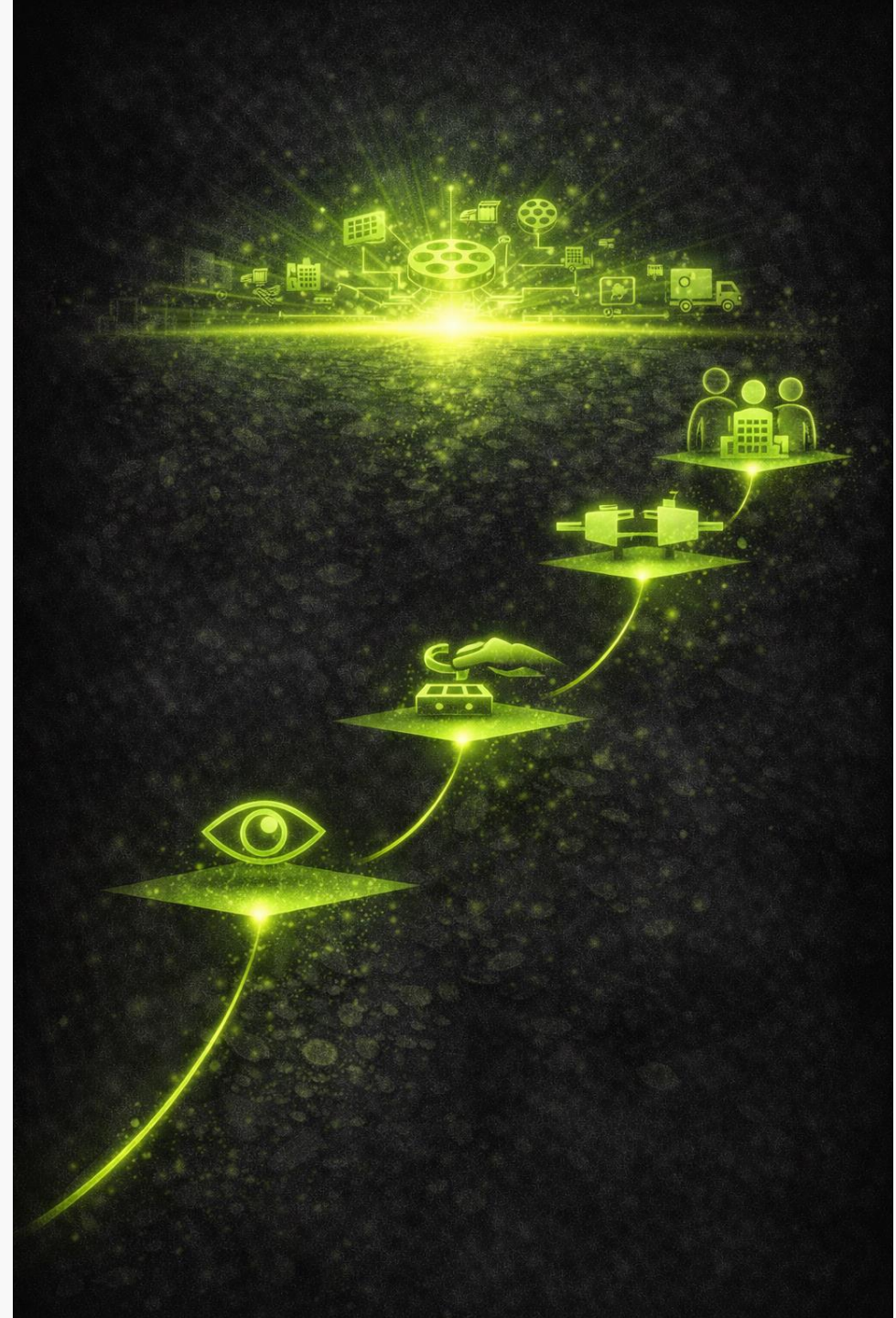


Path to Adoption - Start Small, Grow Together

1. Take a look: Check out demos and examples
2. Try it out: Test with your data, no strings
3. Run a test: Set up messaging for real scenarios
4. Build on it: Help refine and add features
5. It's all voluntary and works alongside what you have
6. Standards groups, join in to guide updates

Together, We Can Make the Industry Stronger and Fairer

Thanks – Let's Chat!





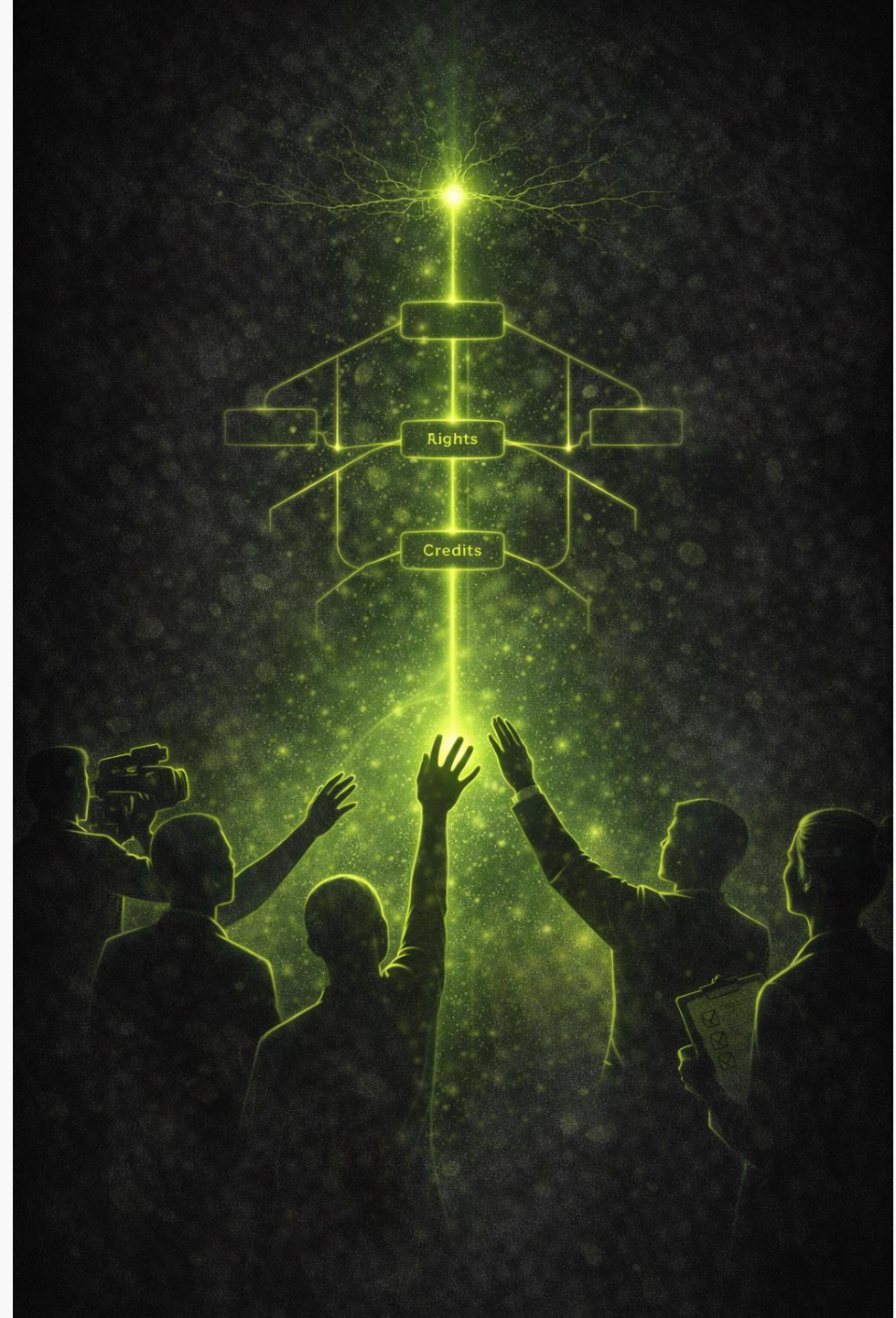
Join the Global Standards Evolution

❖ Let's Make This Happen

- ❖ Check out the alpha examples starting in 2026
- ❖ Share your thoughts and help refine it
- ❖ Reach out: sagastandards@prasaga.com
- ❖ See for yourself: sagascan.prasaga.com
- ❖ Get building: code.prasaga.com/sagachain

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Sources & Citations

❖ Key Data Sources

- ❖ Global movie production & distribution market size (2025): IBISWorld – "Global Movie Production & Distribution"
 - ❖ Other motion picture projections: The Business Research Company – "Motion Picture Industry Global Market Report 2025"
 - ❖ Global box office forecast (2025): Gower Street Analytics via Variety and Deadline
 - ❖ Digital video piracy losses: MUSO 2024 Piracy Trends Report; broader estimates from industry reports (e.g., \$40–97B range for film/TV)
 - ❖ Fragmentation impacts: Conservative illustrative estimates based on reports of admin overhead, rights disputes, and clearance inefficiencies in the industry
 - ❖ SagaChain demo: sagascan.prasaga.com
- ❖ **Note:** Financial projections are illustrative estimates of potential efficiencies from unified standards; actual results depend on adoption.

