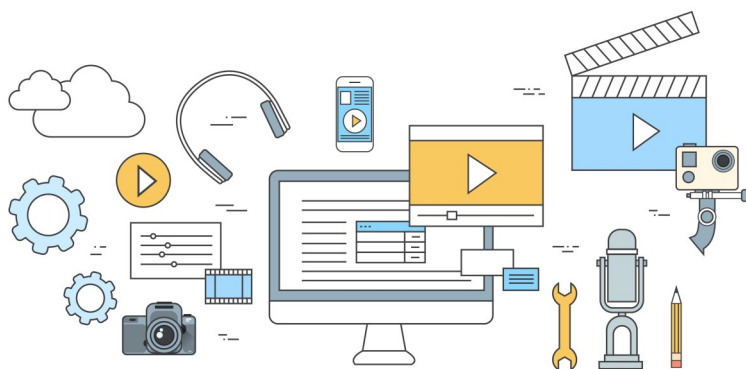


MANAGE ADVERTISING CONTENT RIGHTS

Innovate with Confidence — Rights Information at your Fingertips

You have paid dearly for the rights to use volumes of unique content in your campaign — from licensed and produced music, photo and video content to talent such as models and actors to licensed brands.

But do you know what is available to you during creative, pre- and post-production and distribution?



Rights Cloud by FADEL — A Simple Solution to a Complex Problem

Rights Cloud™ by FADEL® checks advertising production and distribution content rights real-time, giving you at-a-glance visibility into terms of use from directly within your creative, distribution or asset/content management platform. From creative to delivery, Rights Cloud gives you the "rights" answer, on demand.

You no longer need to navigate hundreds of contracts, each with their own set of rights and restrictions. FADEL Rights Cloud does the work for you, empowering the end-to-end production and distribution lifecycle across the lifetime of your assets and campaigns.

- **Accelerate content production and distribution** with at-a-glance confirmation of which assets—print, digital, video and talent—can be used when, where, and how.
- **Safeguard your brand** from noncompliant content use that can cost millions in penalties, campaign rework, and negative PR.
- **Cut costs** with increased efficiencies and the ability to assess all creative inventory for optimum content reuse.
- **Galvanize brand equity** with performance analytics that provide insight into content search and usage so you can amplify it across print, digital, broadcast and social channels.

With Rights Cloud, you can maximize the use and reuse of your assets with greater confidence and less risk, arming all stakeholders with ready-to-use information for smarter business decisions.

Why FADEL?

Seven of the top 10 media brands in the world trust FADEL products to manage their licensed and produced content and products, including some of the world's most recognized brands: Marvel, Pearson and LinkedIn. We are constantly monitoring our clients' industries to figure out new and better ways to help them harness the potential of their licensed and original content. With FADEL, you can focus on your business with the peace of mind your content is being properly used. And, when the time comes to review performance, you'll have the information at your fingertips—from usage trends to content expiry.



About Us

FADEL, innovator of rights and royalty management software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising including Marvel Entertainment and Pearson Education. By automating talent and content rights management across videos, photos, ads, music, products and brands, and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies. Founded in 2003, FADEL is headquartered in Rye, New York, and also operates offices in New York City, Los Angeles, London, and Lebanon. For more information, visit www.fadel.com.

www.fadel.com • solutions@fadel.com • +1.646.736.6083
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