

# INTELLECTUAL PROPERTY MANAGEMENT FOR MEDIA & ENTERTAINMENT



- ◆ End-to-end capabilities from negotiation to payment
- ◆ Flexible and adaptable architecture to meet market needs on demand
- ◆ Designed to streamline and automate processes, increase revenues and reduce operating costs

## Solutions for Media & Entertainment

With the proliferation of new channels, media types and delivery models, media and entertainment companies face a growing number of rights and royalty management challenges:

- Whether the intellectual property is a song, brand, show or video games, the growing complexity of contract variables can make even a single deal difficult to track and calculate.
- As digital media content proliferates inside and outside the organization, companies not only need to manage the creation and distribution of the assets but also protect their usage.
- Effective revenue recognition management is more necessary than ever in a challenging economy, but is made difficult by the explosion in the number of licenses, fees and services.
- Financial management overall can be excessively time consuming and labor intensive.

FADEL Intellectual Property Management (IPM) Suite provides powerful tools for media rights management, royalty management, digital brand assurance, usage tracking, payment processing, reporting, business analytics and more.

Whether you are managing content acquisition, outbound program licensing, or both, FADEL IPM Suite™ leverages a single repository to store all contract related terms, and exposes the full set of media rights data, linking it to other critical enterprise data, giving you a comprehensive, holistic view of your entire broadcast media business.

## Media Rights & Royalty Management

FADEL IPM Suite provides a sophisticated and robust model to manage media content and digital asset rights related to complex agreements across multiple departments or lines of business. IPM Suite's flexible rights hierarchies allow the system to be tailored to your specific needs, taking into account your specific business flows, content licensing models and nomenclature.

IPM Suite's comprehensive deal terms database stores Programs, Media Types, Territories, Channels and Languages and allows you to track specific exclusions or exclusive rights combinations. IPM Suite also manages the financial aspects of your media contracts, including fees, payments, recoupable advances and royalty or usage rates.

In addition to capturing and storing all deal terms related to your media rights agreements, FADEL IPM Suite provides the capability to track and calculate royalties and usage statistics based on incoming sales or usage data.

*“FADEL used a structured implementation methodology to help identify and document our business requirements. As a result, we chose FADEL and analyze our intellectual property rights information and more efficiently manage our royalty processing.”*

- Executive Vice President and CFO, Marvel Entertainment, Inc.

## FADEL IPM SUITE FOR MEDIA & ENTERTAINMENT

As a broadcasting example, the system gives you the ability to define when a program is delivered, when it can be first aired, and how many runs are permitted. You can also setup royalty or participation rates based on sales. When sales or usage data is fed back into the system, visibility into remaining runs is provided and royalties or payments are calculated.

### **Analytics & Reporting**

By storing all media rights data in one repository, including content acquisition or “rights in” agreements as well as program licensing or “rights out” agreements, FADEL IPM Suite is capable of providing detailed and sophisticated availability reporting. Rights availability reports can automatically be checked to insure compliance with licensing terms. Availability reports can be based on a number of criteria, including, Program, Media Type, Territory, Channel and Language, as well as date range and other parameters, such as Holdbacks or Previously Licensed.

The solution also stores financial terms and obligations that allow it to provide sophisticated analytics, reporting and validation. Financial reporting provides visibility into contract performance across numerous parameters, such as product and period.

IPM Suite’s dashboards enables companies to track KPIs, measure performance and gain a holistic view of rights and associated royalties.

### **Enterprise Ready**

- Integration with best-in-class enterprise Contract Lifecycle Management systems
- Native ERP integration for data management, inventory, order management and financials
- Intuitive web-based end user and administrative user interfaces
- Multi-currency, multi-language and multi-organization deployment capabilities
- Secure and scalable architecture for easy integration with Web services
- Native support for Business Intelligence platforms

### **About FADEL**

FADEL is a provider of enterprise-class Intellectual Property Rights and Royalty Management software for Media, Entertainment, Publishing and High Tech. Built on a robust and adaptable architecture, the FADEL Intellectual Property Management (IPM) Suite has been recognized for its end-to-end capabilities across the IP licensing lifecycle – from negotiation to payment. The trusted authority for the tracking and monetization of intellectual property usage, FADEL enables businesses to verify, capture and manage rights and royalties for their IP assets through its portfolio of software and expert services. For more information, visit [www.fadel.com](http://www.fadel.com).