

## TMD and FADEL form media management alliance

*Companies join forces in North American market*

**Aylesbury, UK – 13 April 2016:** TMD, the leading provider of asset management systems for digital and physical assets, today announced that it has entered a technical and business alliance with FADEL, leading provider of cloud-based intellectual property (IP) rights and royalty management software.

The companies will jointly deliver integrated solutions to new and established customers worldwide. TMD's well-established, flexible, and robust MAM system complements FADEL's Asset Rights Clearance (ARC) software, which enables businesses to verify, manage and clear digital media rights based on contract terms.

The alliance will debut at NAB Show 2016 in the form of a workflow demonstration at TMD Booth N4225, which will tightly integrate TMD's cloud enabled Media Services products, Paragon+, Chameleon, and OnPoint, with FADEL ARC. TMD's Media Services products are driven by its fully virtualized Mediaflex®-UMS MAM engine, which delivers all the benefits of a service-oriented architecture, providing an orchestrated, scalable, and software-defined workflow approach to media management. Mediaflex-UMS's virtualization means that it can run and scale flexibly as an on-premise, hybrid, or in-the-cloud system.

FADEL's full portfolio of IP management software – including FADEL IPM Suite and ARC – provides powerful tools for media rights management, royalty management, digital brand assurance, usage tracking, payment processing, reporting, business analytics, and more.

The integration of the Mediaflex-UMS and FADEL technologies will enable users to seamlessly search for media, and automatically verify and clear rights information without the need to consult costly legal and accounting departments.

TMD CEO Tony Taylor said, "Many of the largest Fortune 100 companies use FADEL's IP management solutions to manage billions of dollars in rights and royalties. We are thrilled to be working with such a world class company, and to be able to add FADEL ARC to the list of Media Services available from our Mediaflex-UMS platform."

FADEL CEO and Founder Tarek Fadel said, "The ability to align the respective strengths of TMD's robust architecture and proven media management workflow, with our software's ability to protect and monetize the media assets TMD manages is a powerful combination."

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### About FADEL

FADEL is a provider of cloud-based Intellectual Property Rights and Royalty Management software for Media, Entertainment, Publishing and High Tech. Built on a robust and adaptable architecture, FADEL IP Management software 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. 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](http://www.fadel.com).

**About TMD**

TMD is a leading provider of software products focused on delivering media & content management solutions to the global media, broadcast and archive sectors. The Mediaflex® - Unified Media Services (UMS) platform provides a cloud-enabled, service-orientated architecture delivering media-aware, software-defined workflows supporting a wide range of media services, both from TMD's own media service products and those of our partners. Mediaflex-UMS supports the management of both physical media, such as film and tape, as well as digital content. TMD's flexible range of cost-effective packaged media service products for ingest, non-linear delivery, post production, DAM and archiving, are available individually or integrated into a Mediaflex-UMS platform for complete and scalable end-to-end workflow solutions. The Chameleon browser interface has been designed to be easy to use, requiring little to no user training and can be used with all of TMD's media services. Headquartered in Aylesbury UK, TMD's global reach includes office locations in the USA and Australia. For additional information on TMD products and services, please visit [www.tmd.tv](http://www.tmd.tv)

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