

# NEXT GENERATION RIGHTS MANAGEMENT FOR BROADCAST



- ◆ Unified Platform for Linear & Non-linear Programming
- ◆ Rights & Royalty Management in the Cloud
- ◆ Monitor and Maximize the Value of your Content Portfolio

## How to Tame the Complexities of Non-Linear Programming

TV stations, networks, cable providers, online platforms and other content creators and distributors are facing a similar struggle-- how to track and manage content rights, avails, royalties and payments as non-linear, digital and OTT content prevails.

Compared to traditional, linear licensing—with its flat fees and relatively simple rights—the complexity of OTT delivery methods such as Catch-up, TVOD, SVOD and AVOD has created massive disruption that companies are forced to address. Broadcasters face a variety of new challenges such as:

- **Multidimensional Rights** and complex payment terms based on a growing variety of factors such as usage, percentage of transaction price and minimums.
- **Platform Proliferation** driving platform rights based on device viewing
- **Creative Contracts** with the need to handle sub-licensing and distribution sales, and the increasing growth in merchandising revenue
- **Scattered Information** with contracts and rights information across business units, multiple systems, spreadsheets and documents

The result? No clear view of the overall rights picture, operational inefficiencies and the inability to understand and capitalize on the true value of content.

## FADEL Rights & Royalty Management for Broadcast

Many organizations address these challenges by retrofitting increasingly complex rights models into metadata fields in their media asset management and scheduling platforms. However this approach does not support the complex, compound nature of rights today and is not easily adaptable to changing business needs.

FADEL's cloud-based broadcast solution automates rights and royalties tracking and management in the new, complex landscape of digital broadcast media. Manage linear and non-linear programming, including inbound and outbound rights, royalties, and other payments via a single, web-based interface.

FADEL's broadcast rights management platform is designed to integrate with multiple broadcast systems, seamlessly tying rights and royalties in with other essential operations including content acquisition, production, media management, scheduling and distribution.

*“Some of the largest media brands in the world use FADEL solutions to manage contract rights, royalties and media asset rights clearance.”*

### Optimize Your Content Strategy

By understanding the total cost, consumption, and payments associated with content, broadcasters can make informed decisions about the how, what, when and where of distribution to increase content value.

With FADEL’s broadcast solution, you can track:

- Detailed contract and licensing terms
- How, what, when and where content can be used
- Total programming costs, including licensing, royalties and marketing
- Revenues from royalties, affiliates and subscriptions

#### Your Take Your Contracts to the Next Level

- Optimize your acquisition strategy with predictive and financial analytics
- Capitalize on your content with content analytics
- Negotiate more profitable deals with suppliers
- Launch new channels, services and apps faster

**Would you like to reduce administration expenses, avoid compliance risks and maximize the potential of your broadcast rights?** Contact [solutions@fadel.com](mailto:solutions@fadel.com) to set up a product demo.

### About FADEL

FADEL is a provider of cloud-based Intellectual Property Rights and Royalty Management software for Media, Entertainment, Publishing and High Tech. FADEL’s portfolio of software and expert services automates rights and royalty management across the IP licensing lifecycle, from negotiation to payment. The trusted authority for the tracking and monetization of intellectual property usage, FADEL enables organizations of any size to verify, capture and manage the commerce of their IP assets. For more information, visit [www.fadel.com](http://www.fadel.com).