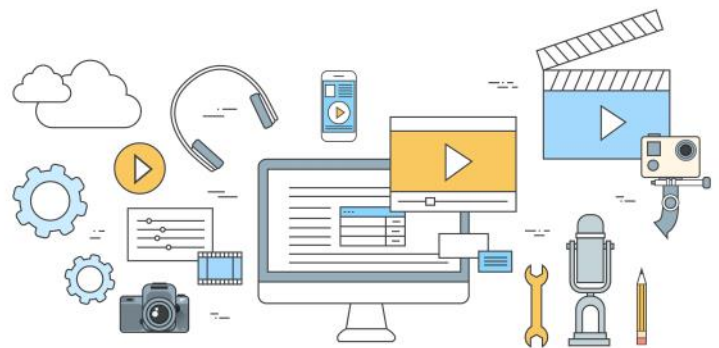


# MANAGE ADVERTISING CONTENT RIGHTS ...FROM CREATIVE TO DISTRIBUTION

## 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?



## FADEL ARC — A Simple Solution to a Complex Problem

FADEL® ARC™ checks advertising production and distribution content against contract terms, giving you at-a-glance visibility into terms of use. From creative to delivery, FADEL ARC 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 ARC does the work for you, empowering the end-to-end production and distribution lifecycle across the lifetime of your assets and campaigns.

- **Navigate Complex Usage Rights.** No matter what media type and how complex the rights, you gain digestible and actionable information that is ready to use globally.
- **Avoid Improper Usage.** Misuse can cost millions in penalties--not to mention firefighting and rework.
- **Create Rapid-Fire Campaigns.** Having to peruse complex documents or track down content rights can cause costly stalls in production.
- **Reuse Content.** Lack of visibility into creative inventory prohibits many advertisers from getting the most out of their investments.

With ARC, 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 IP, including one of the world's most recognized brands: Marvel Entertainment. 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 provides cloud-based Intellectual Property Rights and Royalty Management software for Media, Entertainment, Publishing, Advertising, Broadcast 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).