

## Automated Rights Management- An ROI Study

As rights usage terms become more and more complex and the volume of licensed content grows, maintaining manual processes is becoming increasingly expensive for organizations. Competition is intense, and top brands and advertisers are realizing that efficiencies in rights management can help them stay ahead of the game in terms of operations, administration, revenue generation, and brand management. These factors are costing organizations money—unnecessarily. A comprehensive, scalable rights management system can eliminate these costs and more.

Advertising Costs with Manual Rights Management Processes	Cost Savings driven by Automated Rights Management
<p><b>Litigation Fees</b> – Fees for the unauthorized use of content can be steep and do unquantifiable damage to your brand. A California woman <a href="#">filed a lawsuit against Chipotle Mexican Grill</a> for more than \$2 billion for unauthorized use of her image in their advertising. <a href="#">Michael Jordan was awarded \$8.9 million</a> for the unauthorized use of his image in Dominick’s supermarket chain ads.</p>	<p>\$100,000s to \$10,000,000s in litigation settlements per incident depending on the popularity of the talent</p>
<p><b>Delayed Time to Market</b> – When creative teams put together a masterpiece of content, they need to check on a multitude of usage parameters, including region, timeframe, medium, and talent agreements. This is typically done manually, and often must go through a dedicated resource, team, or agency responsible for content clearance. That manual process often requires digging through metadata fields or interpreting legalese in large documents. This creates a bottleneck, slowing down the process and introducing the possibility of human error.</p>	<p>Clearance time drops from 1-2 days to minutes</p> <hr/> <p>70% reduction in average clearance cost when replacing manual processes with Rights Cloud by FADEL</p> <hr/> <p>More than 40% time savings per Rights Management personnel</p>
<p><b>Overage Payments to Talent</b> – Having authorization to use an asset like a photograph, for example, carries its own rights terms, however the talent depicted in the photograph may have a separate agreement in place. One of our clients reported paying tens of thousands to a model for a billboard that was not taken down within the scope of the usage timelines in the talent agreement.</p>	<p>+70% reduction in overage fees</p>

<p><b>Rework Costs</b> – One of the biggest measurements of whether a campaign development was successful is whether it came in on time and on budget. When a rights issue arises at the 11th hour, rework can blow both budgets and timelines.</p>	<p>+35% reduction in rework costs</p>
<p><b>Overlooking Existing Assets</b> – If you have a clear idea of what you own and how, when and where you can use it, there may be no need to hold a photoshoot or license more content. That savings on staff time, studio rental, model payments, wardrobe and makeup costs, photographers, license agreements and other associated costs add up quickly.</p>	<p>+20% decrease in overall ad production time  +30% decrease in overall ad production cost</p>
<p><b>Lack of Actionable Insights</b> – Many distributed teams have no way of seeing what talent and assets are being used, how and when. A rights management system with built-in analytics can give creatives an at-a-glance view of popular assets or popular talent so they can extend rights to successful content, better negotiate contractual terms, and optimize their spend on licensed content.</p>	<p>+25% savings in negotiated contractual terms</p>
<p><b>Inability to Leverage Content across Agencies</b> – Our clients had reported strong difficulty in being able to create new experiences leveraging content from previous projects across multiple agencies.</p>	<p>+50% increase in cross-agency content adaptations</p>
<p><b>Inability to Leverage Content across Media Type</b> – Our clients had reported having their rights data siloed across teams handling specific type of media (e.g., video, social, print) or contracts (e.g., stock, talent, music), making it very difficult to leverage existing investments.</p>	<p>Increase in content re-use and adaptations</p>
<p><b>High Cost of Personalization</b> – Today’s digital landscape requires leading brands to create personalized content experiences for their customers, this requires agile capabilities to leverage existing assets in a quick, intuitive and risk-free way.</p>	<p>Easier and safer Personalization initiatives</p>
<p><b>High Cost of Customer Engagement</b> – Rights-managed assets happen to be some of the most valuable assets that an organization can leverage, therefore the limitations in effectively exploiting this content has an impact on customer engagement.</p>	<p>Easier and safer Customer Engagement initiatives</p>

With automation and a well-designed rights management strategy, organizations will optimize ad spend, increase content velocity and mitigate corporate risk. [Rights Cloud™](#) and [Brand Vision](#) by FADEL® are marketing technologies that provide a single “rights” source across agreements, talent and assets — arming organizations with content governance & compliance and smart insights for marketing and advertising content. The Digital Rights Management solutions enable marketers and advertisers to accelerate campaigns, mitigate risk and reduce costs by gaining full visibility into when, where and how content can be used.

## About FADEL

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FADEL<sup>®</sup>, innovator of brand compliance, rights management, and royalty billing software, has worked with some of the biggest names in media, life sciences, fast-moving consumer goods, publishing, high-tech and advertising. 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 New York City, and also operates offices in Los Angeles, London, Paris, and Lebanon. For more information, visit [fadel.com](http://fadel.com).