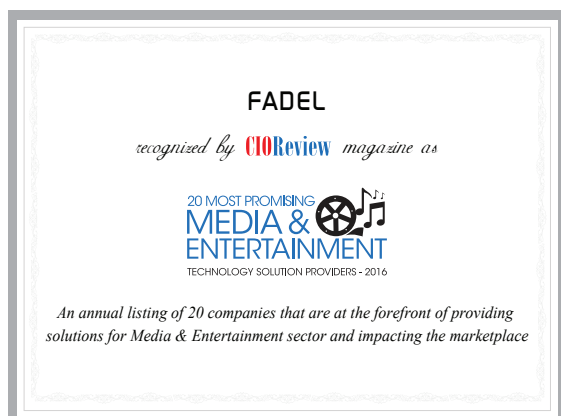# 20 Most Promising Media & Entertainment Technology Solution Providers 2016

The Media and Entertainment industry has transcended to new frontiers with modern cutting-edge technology. The digital revolution has transformed the strategic model with which many Media and Entertainment companies run the show. To keep pace with the changing scenarios, media firms are leveraging data analytics to build agile strategies that will help them cope with the shifting trends—online or mobile innovation. The consumer centric market along with widespread internet connectivity and smart devices has lead to the internet based content circulation, which demands custom-made solutions, essential at all levels. Moreover, the prevailing trend of mobility has made the Media and Entertainment industry monetize content and innovate across different entertainment platforms. With the proliferation of digital (new) media services, content creation via social media, and content management services, CIOs are at a crossroads to make radical changes in their approaches. As the viewing pattern of the audiences has changed over the years, media companies need to explore new ways to keep themselves abreast in the competition.

This edition showcases Media and Entertainment firms that provide state-of-the-art services and tools to reduce the pain-points present in the industry and amplify business optimization. In this edition of CIO Review, we bring to you "The 20 Most Promising Media and Entertainment Technology Solution Providers of 2016," featuring the best solution providers who exhibit extensive business knowledge and innovative strategies of the industry.

A distinguished panel comprising of CEOs, CIOs, VCs, analysts, and CIO Review editorial board has selected the top solution providers from over three hundred companies. The listing provides a look into how these solutions work real-time, so that you can gain a comprehensive understanding of what technologies are available, which are right for you, and how they shape up against the competition.

FADEL

recognized by **CIOReview** *magazine as*

20 MOST PROMISING
MEDIA &
ENTERTAINMENT
TECHNOLOGY SOLUTION PROVIDERS - 2016

An annual listing of 20 companies that are at the forefront of providing solutions for Media & Entertainment sector and impacting the marketplace

Company:
Fadel

Key Person:
Tarek Fadel
Founder & CEO

Description:
A leading provider of Intellectual Property Rights and Royalty Management software for M&E organizations

Website:
fadel.com

FADEL
Helping Businesses Harness the Power of IP

The proliferation of content and growing complexity of contract terms has made licensing, royalty tracking, payment processing, and overall financial management of intellectual property (IP) in the Media and Entertainment (M&E) space excessively time consuming and labor intensive. FADEL provides cloud-based software and expert services to protect, manage, and monetize IP across the media licensing lifecycle, from negotiation to payment.

As a technologist and patent holder himself, Tarek Fadel recognized the evolution of the IP arena early on, founding FADEL in 2003 to simplify IP management for both licensees and licensors. Since then, FADEL has been building and deploying innovative products that automate IP management. Today, FADEL products manage IP for seven of the top ten media brands in the world, including Marvel Entertainment, and some of world's largest publishers, including Pearson Education.

> " Our clients come to us for our software capabilities, but they find we understand the changes their businesses are going through and turn to our thought leaders to help them better monetize their portfolios "

Keeping Up With an Ever-Changing Marketplace

New content distribution channels and licensable media types are redefining the way the media and entertainment industry must manage IP. Content portfolios have to be sliced up and packaged in different ways in order to maximize

Tarek Fadel

the commercial opportunity. "FADEL understands the distribution landscape and how it is changing for M&E. Our IP management products give organizations a global view of their available IP and enable them to easily pull contract details including licensing terms, global rules and restrictions, and associated financial details," says Tarek.

Why FADEL for IP Commerce?

"The ecosystem of our clients gets more and more complex by the week, driving the demand for simplified solutions. FADEL has introduced cloud-based software that simplifies support, speeds deployment, and opens our solutions up to mid-market companies," explains Tarek. "In addition, our professional services and product development teams have pulled repeatable processes, industry workflows, and best practices from our global deployments, and have packaged them into pre-configured industry templates and guided deployments. Out of the box, our products work across countries, currencies, and user groups."

FADEL ARC, the company's most recent product release, allows users to check digital asset permissions and clear

usage against contract terms globally, real time, accelerating time to market and helping ensure compliance is being met.

"Our industry is marked by the need to innovate solutions to problems that have not yet been realized," notes Tarek. "Our clients come to us for our software capabilities, but they find we understand the changes their businesses are going through and turn to our thought leaders to help them look into the future and better monetize their portfolios."

Looking Toward the Future

"We have begun our entry into broadcast rights management and are currently building out capabilities in partnership with global broadcast software vendors," shares Tarek. "Big broadcasters and studios are forecasting a decrease in revenue because viewers are flocking to OTT-based services like Netflix, Hulu, and Amazon Prime to watch on demand." Over-the-top content (OTT) refers to delivery of audio, video and other media over the internet without the control or distribution of a traditional multi-system operator. "We are working on features and functionality that will help television stations and broadcasters more easily jump on the OTT distribution plays."

On the flip side, content producers and creators are finding the need to cultivate as many distribution relationships as possible. As dispersing asset portfolios across multiple distributors becomes the norm, properly delivering content and tracking its usage grows increasingly complex.

FADEL is headquartered in Rye, New York, with offices in the media capitals of the world—New York City, Los Angeles, and a newly expanded space in London to support the company's growing European operations. CR