

# GUIDE TO DIGITAL RIGHTS MANAGEMENT

A 10 STEP CHECKLIST

by FADEL – Your Digital Rights Management Authority  
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WHETHER YOU ARE JUST GETTING STARTED OR CONTINUING IN YOUR DIGITAL RIGHTS MANAGEMENT JOURNEY, THIS CHECKLIST OF BEST PRACTICES WILL GUIDE THE WAY

# 1 | INVENTORY YOUR CONTENT AND AGREEMENTS

To get started, inventory the type of content that is rights-managed and understand where the rights are coming from (license agreements or talent contracts). Is the content being governed by more than one contract such as multiple talent or content elements. If so it is important to know that and gather all of the associated agreements.

Who owns the contract and rights information and does everyone that needs it have visibility into the information?

Understand where your content is being stored and what types of systems are part of your production workflow from planning to production to distribution. Any of these systems might need to check rights before clearing an asset for use.

## 2 | CENTRALIZE RIGHTS INFORMATION

By ensuring that rights are centralized and accessible, teams are empowered to make informed decisions, while legal teams are armed to defend the usage, and protect the reputation of the brand and company.

Additionally, the knowledge of where there are exceptions is highly useful. The team can amend and extend agreements rather than produce and acquire from scratch.

A common pitfall is the failure to catalogue rights for an asset at acquisition, which then increases both risk and future maintenance. Account for the asset ingestion process and capture as much data as possible at the beginning of the process — it is much harder to come back later and get the rights data necessary to clear the asset in future.

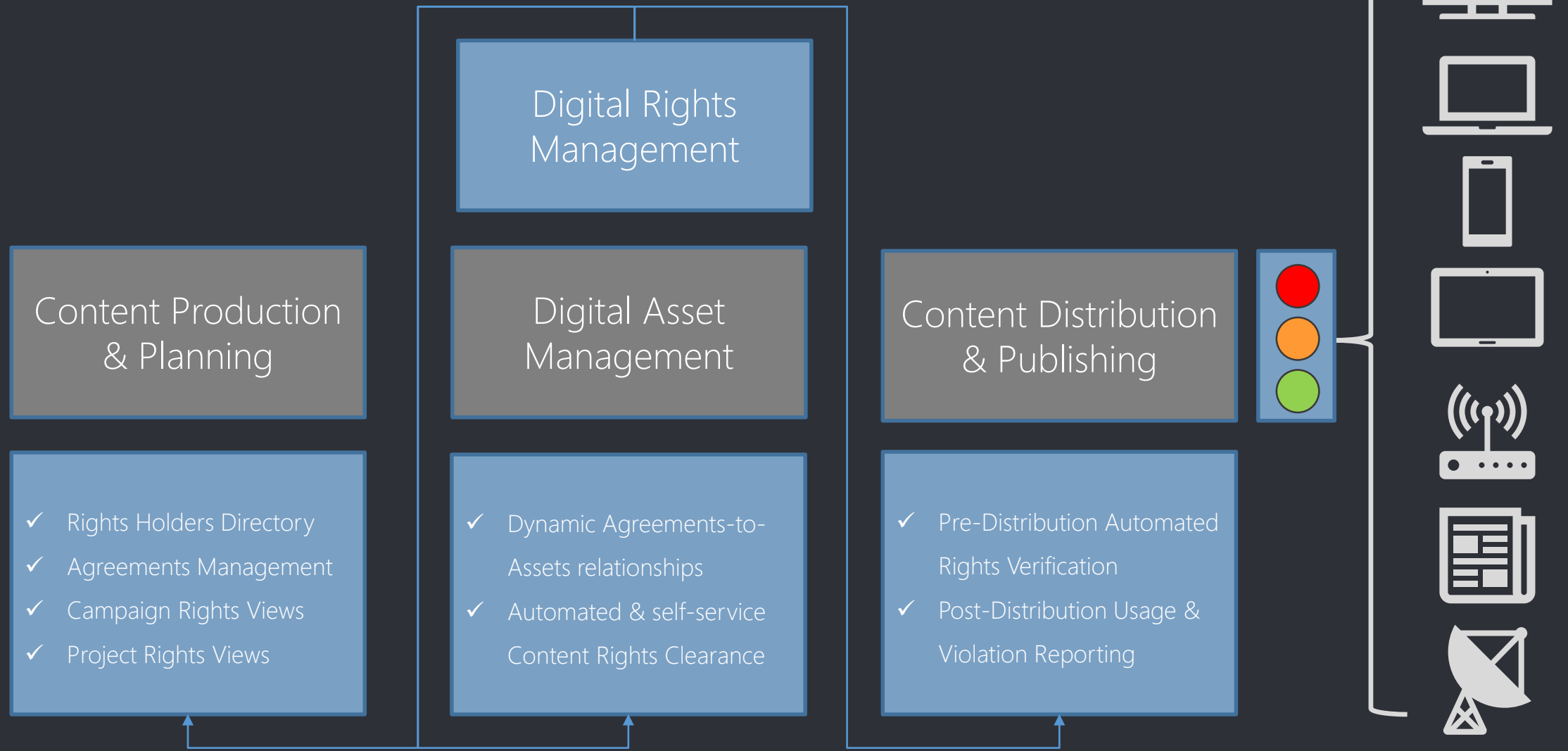
# 3 | ENSURE RIGHTS MANAGEMENT IS PART OF YOUR GOVERNANCE PROCESS

Any large organization or brand will have a multi-faceted governance process in place. Look at how the plan and process cut across rights management to ensure content is used within regulation. The aim is to be able to manage content globally, across all potential users, brands, channels and territories.

Adding in a rights verification step can empower the business user while offering a system for checks and balances to ensure compliance.

Ensure each agency is following the same set of steps to ensure checks are in place and information is easy to find.

# 4 | DETERMINE WHERE YOU NEED A RIGHTS CHECK ACROSS YOUR CONTENT SUPPLY CHAIN



# 5 | INTEGRATE DIGITAL RIGHTS MANAGEMENT WITH YOUR 3<sup>RD</sup> PARTY SYSTEMS

Now that you have identified where your rights clearance checks need to be across the content lifecycle, integrate your rights management process and solution with your DAM, MAM, CMS and other systems.

- Integrate into your planning and workflow management tools
- Plug rights into your DAM
  - Rights/Restrictions
  - Expirations
- Ensure an automated rights verification pre-distribution through your PIM, e-Commerce and Social Media platforms
- Coordinate clearance and usage tracking post-distribution with rights information to prevent violations

## 6 | CARVE OUT A LIBRARIAN ROLE

In today's digital age, a librarian is a must-have for a large brand. With digital content being created at a speed and quantity exponentially higher than non-digital content, there are new concerns and responsibilities for librarians making the role essential. A librarian's responsibility is to maintain the content, its integrity and manage rights to ensure compliance and promote the efficient use and reuse of existing investments.



# 7 | CREATE A WELL-DESIGNED TAXONOMY

Taxonomy is fairly essential when working with assets and content as a way of properly classifying and cataloging. Ensure that you consider all of your points of sale as well as how an asset might be leveraged across products and brands, so that you are able to properly acquire and track rights. Without a well-structured rights taxonomy, determining your rights can be difficult. Often licensing agreements are bounded with exclusions, restrictions, timeframes, geographic limitations, and more. And assets themselves are becoming more complex – an asset is no longer just a singular item but instead is now becoming a “composite asset” comprised of multiple items forming one new asset. It is important to employ a flexible and extensible model which allows you to track different types of assets (text, images, video, music, brands, etc.) in different ways (formats, territories, usage types, components, exclusivity, date windows, etc.).

# STANDARDIZE RIGHTS DEFINITIONS & NOMENCLATURE

(SEE OUR  
EXAMPLE)

|                  |                    |
|------------------|--------------------|
| Direct Marketing | Email              |
|                  | Mail               |
| Digital          | Display ads        |
|                  | Brand website      |
|                  | Mobile/tablet      |
|                  | Digital media      |
|                  | Podcasts           |
|                  | SEO / SEM          |
|                  | PPC                |
| Print            | Magazine – print   |
|                  | Magazine – digital |
|                  | Newspaper          |
|                  | Trade publication  |
|                  | Other              |
| Social Media     | Facebook           |
|                  | Instagram          |
|                  | Snapchat           |
|                  | Twitter            |
|                  | LinkedIn           |
|                  | Other              |
| Broadcast        | Radio              |
|                  | TV                 |
|                  | Video on demand    |
|                  | Other              |
| Retail           | In-store           |
|                  | POP                |
| OOH              | Billboard          |
|                  | Transit            |
|                  | Airport            |
|                  | Other              |

# 8 | AUTOMATE RIGHTS MANAGEMENT

Some companies use a manual approach involving spreadsheets, file folders or attaching PDF contracts. As assets proliferate and agreements become more granular, however, such an approach can soon become too complex to manage and maintain. For this reason, it is advisable to automate the rights clearance step so that users become knowledgeable and accountable and brands are protected. Otherwise there is a risk of encountering a variety of functional limitations.

For example:

- an asset is often associated with multiple talent(s) or other agreements that may have different rights that need to be accounted for;
- a contract or asset with one talent may have different expiration dates for different distribution channels;
- each time a contract is updated, affected assets need to be identified and metadata must be updated manually; and
- there is no guarantee that users will check the usage rights metadata field and interpret it correctly.

# 9 | INTRODUCE RIGHTS-DRIVEN WORKFLOW

Introducing a rights-based workflow is a very interesting concept that typically suits organizations that are further along in their DAM maturity models.

Consider triggering behaviour based on rights results. For instance, if a content piece cannot be used according to the bounds of a particular campaign, then prevent it from being downloaded, throw up a disclaimer or stamp it with a watermark. This can only be done properly if the content and associated rights are tied together during the production process, at the point of selection for use.

You can also introduce process efficiencies with workflow tasks and business process management, such as requesting additional rights for a content piece in order to meet content and brand objectives. Additionally, one can look to drive notification and alerts based on content intelligence, such as when content or agreements expire, where one might be in violation, and when a buyer enters the last stage of their experience.

# 10 | PROVIDE REPORTING AND ANALYTICS

Visibility is power. Visibility is critical during the production process, internally and externally. Not just understanding what is available but also understanding the content's digital rights. By adding in this visibility during the creative and production process you are injecting transparency and creating greater compliance. Now legal teams are armed to defend the usage of content and talent.

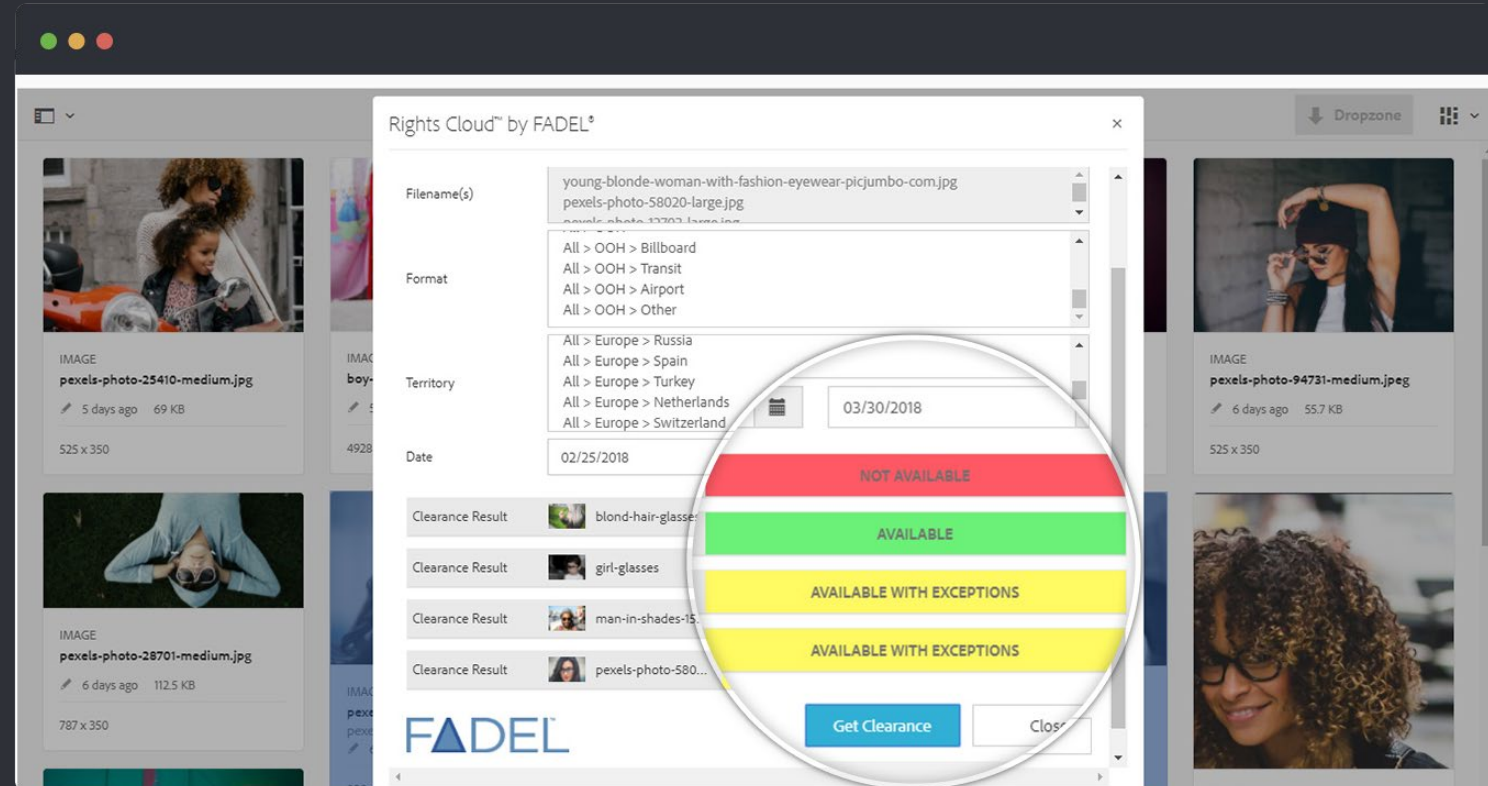
With analytics on the trend data you are able to negotiate better licensing terms and talent rates.

Visibility post-production can greatly improve your company's processes. For instance by reporting on asset and contract expirations you are able to proactively handle impending expirations and negotiate for extensions, as well as immediately address violations.

# FOR A GUIDED APPROACH ON YOUR DIGITAL RIGHTS MANAGEMENT JOURNEY CONTACT FADEL

For an automated approach to DRM consider [Rights Cloud](#) by FADEL. Schedule a 1:1 Product Preview with a FADEL specialist by emailing [solutions@fadel.com](mailto:solutions@fadel.com) or try Rights Cloud for free with [Community Edition](#).

FADEL has also helped many organizations to conduct executive briefings on Digital Rights Management as well as create an internal business case and ROI estimate. For an ROI Study and Gap Analysis or a no-obligation Rights Readiness Assessment contact FADEL at [solutions@fadel.com](mailto:solutions@fadel.com).





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