

# PICTUREDESK FOR PUBLISHERS

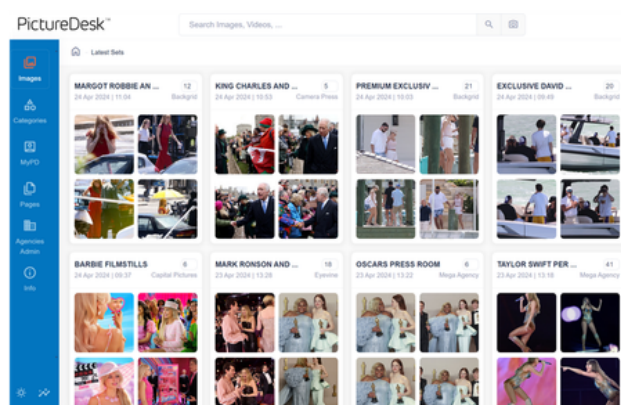
## CENTRALIZE, MONETIZE, AND REVITALIZE YOUR DIGITAL CONTENT

### Revolutionize your content workflow on a platform designed for today's publishing needs.

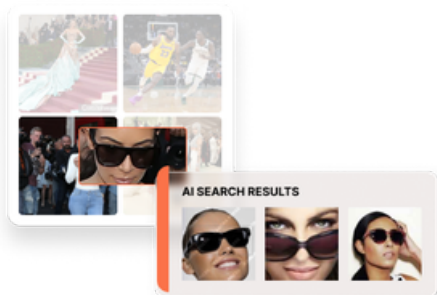
PictureDesk empowers publishers to maximize the value of their content by combining aggregation, advanced search, and streamlined syndication into one platform. From sourcing live content to creating new revenue streams, PictureDesk simplifies every step of your workflow.

#### Content Services Platform

Centralize all your content sources into a single platform, including live feeds of ready-to-license content from global media suppliers, owned, created, and commissioned assets and published articles and magazine spreads. Easily manage multiple formats, ensuring seamless access to all your assets.



#### AI-Driven Search & Clustering

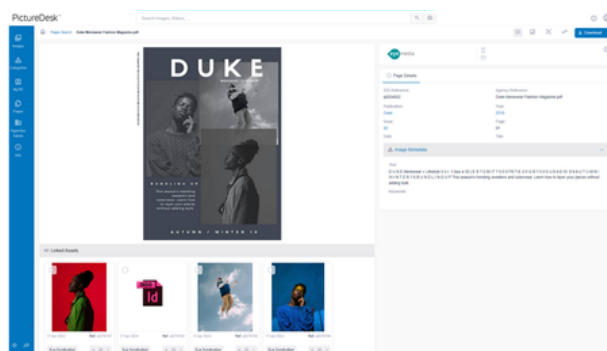


Find the content you need in seconds with advanced AI-powered tools:

- Visual Search to pinpoint exact and similar matches based on patterns, colors, or layouts.
- Cluster search results by visual similarity to save time and improve accuracy.
- Reduce reliance on metadata with intelligent visual search capabilities.

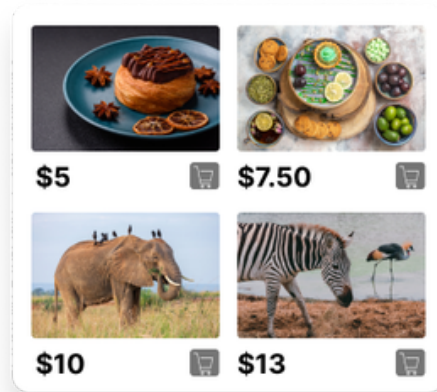
#### Content Syndication Hub

Reuse and syndicate published content with ease. Empower your commercial teams to identify syndication opportunities, save costs by reusing previously licensed assets, and reduce manual tasks with automated workflows.



## E-Commerce Web Store

Unlock new revenue streams with a custom web store for editorial content and digital assets including self-directed sales with commercial and editorial licensing options, intuitive design for buyers to navigate, purchase, and license assets easily, and integrated payment processing for seamless transactions.



## Adobe Integration

PictureDesk offers tailored solutions, including private instances for enterprise clients, bespoke workflows, and integration with tools like Adobe Creative Cloud. Our professional services team ensures the platform fits your unique needs.

## Are Media Transformed Their Digital Content Workflow

Are Media, Australia's leading content company for women, consolidated two legacy DAM systems housing over 13 million assets into PictureDesk's high-speed, cloud-based platform. The result? A 97% faster response time for uploads, downloads, and searches, streamlined workflows for weekly and monthly publications, and reduced storage costs by 30%.

### Key Outcomes:

- Improved content reuse and syndication with a centralized system
- Enabled rights-compliant workflows with visible asset licensing statuses
- Automated 70-80 manual syndication steps, boosting revenue potential
- Offered seamless reporting for finance and operations teams to make data-driven decisions
- This transformation empowered Are Media's team to focus more on creativity and strategy, saving time and unlocking new revenue streams.

## About Us

FADEL delivers AI-enabled software to manage brand compliance and IP licensing with precision and confidence. Its cloud-based platforms enable organizations to govern content compliance at scale, streamline complex licensing and royalty processes, and reduce risk across global operations. Trusted by many of the world's most recognized brands in media, publishing, consumer goods, high-tech, and advertising, FADEL empowers teams to protect their brand, accelerate licensing workflows, and operate with clarity in an increasingly complex digital ecosystem. For more information, visit [fadel.com](https://fadel.com).