

RIGHTS CLOUD™ – RIGHTS INFORMATION AT YOUR FINGERTIPS

More Content, More Complexity

In today's content-centric world, innovation appears boundless. Organizations in almost every industry are facing content overload, struggling to figure out what they have, how they can use it and whether it's profitable—all while being inundated daily with more.

Innovators are churning out a proliferation of intellectual property and changing how it is defined as they discover various ways to combine, bundle and distribute digital assets. Evolving definitions, complex contract terms, new distribution channels and geographical boundaries all make the process of clearing the rights to use an asset convoluted. Yet the requirements for global collaboration and faster time-to-market have never been stronger. How do you meet these demands without slowing production or putting your brand at risk?

Rights Cloud

Rights Cloud™ by FADEL® checks content rights real-time, giving you at-a-glance visibility into terms of use from directly within your creative, distribution or asset/content management platform. From creative to delivery, Rights Cloud gives you the "rights" answer, on demand.

A simple solution for a complex problem, Rights Cloud enables creatives, brand managers, digital editors and advertisers to:

- **Accelerate content production and distribution** with at-a-glance confirmation of which assets—print, digital, video and talent—can be used when, where, and how.
- **Safeguard brands** from content use of expired or noncompliant assets prior to downloading or even after the content is published. Companies report that misuse can cost millions in penalties and negative PR.
- **Cut costs** with increased efficiencies and the ability to assess all creative inventory for optimum content reuse.
- **Galvanize brand equity** with performance analytics that provide insight into content search and usage so teams can amplify it across print, digital, broadcast and social channels.

Innovate with Confidence

FADEL's new Rights Cloud solution enables advertisers to easily capture and manage agreements and rights for models, photographers and other rights holders – eliminating the dependency on business affairs and ensuring rights are no



longer subject to interpretation. By associating agreement rights with content, users can check digital asset rights real-time and in the cloud to ensure permissions are cleared for use against contract terms and still in compliance once live.

Key features include:

- **Capture and Manage Contracts**

Easily capture and manage agreements and contract terms for models, photographers and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation.

- **Validate Asset Availability Real Time**

Speed up production and protect your brand by searching and clearing available assets based on usage rights around start dates, end dates, territories and channels.

- **Easily Maintain Asset Rights**

Once contract terms are defined, rights are automatically inherited across all related assets. Contract changes are only made once and immediately recognized across all assets. No more updating of asset meta data!

- **Track Assets Post-Distribution**

Find which of your assets are live across the Internet and monitor their expirations, brand compliance and usage compliance in order to manage takedowns.

- **Seamless Integration**

Use Rights Cloud standalone or integrate it into your DAM, MAM, CMS, PIM, MRM or Social Media system.

- **Reporting & Analytics**

Get smarter use from your assets with analytics and reports, such as Asset Clearance History, Asset Expiration and Usage Violation reports.

About Us

FADEL, innovator of rights and royalty management software, has worked with some of the biggest names in media, entertainment, 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, Montréal, London, Paris, India and Lebanon. For more information, visit fadel.com.

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