

Content Rights & Licensing Platform for Intellectual Property Management



Right Information to Right People at the Right Time

- ACQUIRE
- CONSUME
- MANAGE
- MONETIZE

Enterprise wide Solution for Media Businesses Worldwide.
Broadcasters || OTT Players || Studios
Content Aggregators

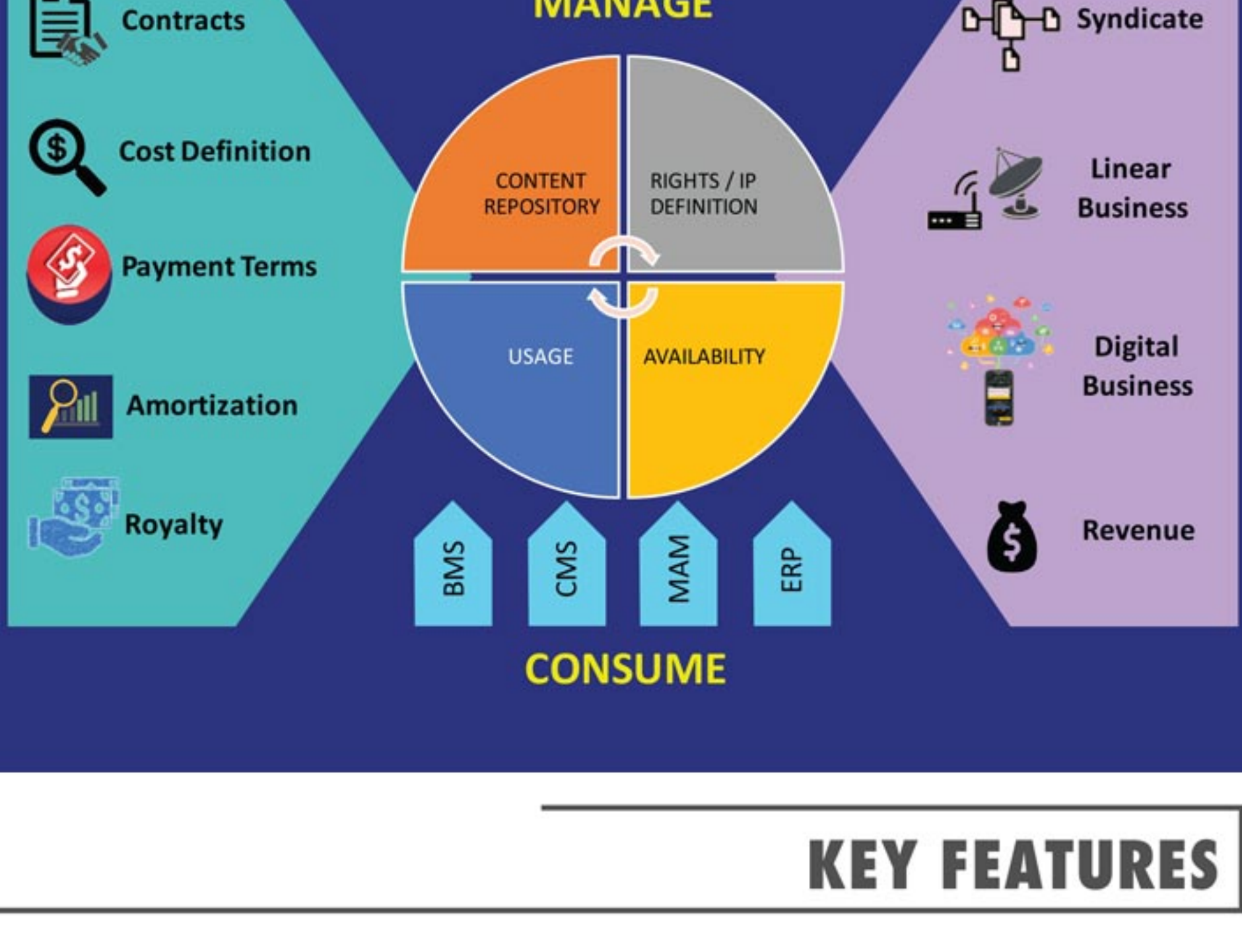


OVERVIEW

An Enterprise wide Rights Management solution for your Content, IP and Licensing needs. Experience complete visibility and control across both your Digital and Linear business.

- Manage and Track Assets along with its rich metadata at every stage of its lifecycle.
- Consume within boundaries of contractual obligations across multi-layered interwoven combinations of platform, period, territories, holdback, languages etc.
- Built In Business Intelligence Tool with real-time Dashboards to provide Sales Insights on Available Inventory enabling a comprehensive 360° view to help you identify revenue potential.
- RightsU unifies domain expertise and technology with innovation to help our clients achieve more.

RIGHTSU FOOTPRINT



KEY FEATURES

- **Content Repository**
All assets maintained in a Centralized repository along with its rich Metadata. Custom fields to extensively capture and report information.
- **Contract & Rights Management**
Capture all anomalies of contractual obligations across multi-layered interwoven combinations of platform, period, territories, holdback, languages etc.
- **Digital**
Manage Digital specific elements like VOD, Device Restrictions, Electronic Sell through, Download, Streaming etc. Translate digital business definitions into systemic validations to objectively answer all operational queries.
- **Financials**
RightsU helps track acquisition costs and syndication revenues to provide insights on profitability, royalty, recoupment etc. Amortization rules engine to help you value your assets. Manage Multiple Currencies with exchange handling rates.
- **Analytics & Dashboards**
Built-In intelligent reporting tools that deliver data across multiple variables with user defined criteria and formats. Real-time dashboards configurable as per business needs for decision making insights.

ASSET AVAILABILITY

An Innovative and unique Business Intelligence module designed to utilize available assets by identifying multi mode consumption through Linear and Digital.

Asset Availability module in RightsU focuses on leveraging intellectual assets to uncover hidden revenue opportunities that will make their way to a profitable marketplace. Adding intelligence to your Syndication Business.

A module built by industry experts based on years of experience and in depth understanding of the media business.

Asset availability module has sophisticated reporting which shows partial rights clearances, common rights and net rights availability. The module helps identify top and bottom performances across territories highlighting vital trends and patterns.

RIGHTS ECOSYSTEM

Multi Woven Variables

- Period**
RightsU captures multiple rights period of a single asset bifurcated by platform, region, language etc. The reporting logic runs numerous complex combination
- Territory**
RightsU comprises a list of more than 200 countries constituting 60 territories creating a robust all inclusive deal entry base. The territories can be further user defined as per business needs
- Platform Rights Definition**
RightsU currently encompasses a robust and comprehensive list of more than 340 platform rights segregated into 4 levels of hierarchy
- Holdback**
RightsU enables users to capture all platform, region, period and language wide licensor and reverse holdbacks in the system. Thus creating a comprehensive repository of contractual obligation. These are further validated during report generation
- Language**
RightsU presently includes 136 world languages grouped into 40 language groups. All major dialects are covered to expand / explore syndication opportunities

Interconnected - Interwoven - Interdepartmental Information Hub

Robust architecture to integrate with 3rd Party systems
 Web services APIs and direct database connections.



ENCOMPASSING EVOLVING DIGITAL SPECIFIC ELEMENTS



DIGITAL BUSINESS SCENARIOS

- Multiple Windowing**
Scenario 1 - Publish on SVOD for 14 days followed by 30 days on AVOD.
 - Start / End date validation could be done based on CMS
Scenario 2 - Publish first 2 episodes on AVOD; follow up all remaining episodes on SVOD
- Linear Scheduling Validations**
Scenario 1 - Blockbuster on Linear Channel does not have rights for Digital
 - Basis schedule import from BMS alert can be provided to action blackout
- Catchup / Preview**
Scenario 1 - Sending Content publish instructions 7 days prior to Premiere
Scenario 2 - Sending Content publish instructions 14 days prior to Premiere
 - RightsU cross references schedule data from BMS and Publish Date from CMS to validate consumption

ANALYTICS

- Visual Dashboards**
RightsU has inbuilt real-time dashboards for platform wise sales distribution, language wise syndication, region wise deal expiry, acquisition vs. syndication etc.
Informed Decision Making
- Pre-emptive Sales Analysis**
An analytical insight on what sells where, how much to understand what to sell.
Boosting Sales Insights
- Chronology of Events**
An overview of asset life cycle depicting its journey from acquisitions to various syndications to get complete visibility and enable wisdom that would otherwise not be apparent.
Journey Across Milestones
- Machine Learning**
Algorithms capable of interpreting raw data for multiple sources like Sales, SAP etc. to predict statistical trends.
Data Driven Solutions

ABOUT U-TO

At U-TO, we believe in merging **technology**, **innovation** and **business knowledge** to help our clients achieve more.

U-TO has constantly innovated and re-invented its solution offerings with **scalable** technology to provide **cost-effectiveness** and operational **efficiency**. Our strength is in analysing business requirements at granular levels to provide **high yield** technology offerings that are equipped with detailed documentation and process flows.

With 17+ years of business experience in developing products and tailored software solutions, we implement products to provide precise business outputs.

Trusted by Industry leaders globally for over a decade, U-TO's expertise and in-depth understanding of the media domain has helped broadcasters, studios, content aggregators and OTT players address varied complexities of their ever-evolving business needs.

- Partners every step** of the way
- Sharper Focus** Sharper **Insights**
- Passion for Innovation**
- Fast & Effective**
- Built on Trust**

- Sony Pictures Networks
- Viacom18 India
- AETN 18 (History)
- Star India
- TataSky
- Cosmos Maya
- Econet Media
- Moby Group
- Quest Arabi (Image Nation)
- Media Niugini (EMTV)
- Shemaroo Entertainment

Find out how we can help your business achieve more with increased ease, efficiency and productivity.
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