



End-to-End Digital Distribution

RSG Media and PFT: The Partnership



A single cloud-based solution for the entire digital content supply chain starting with rights acquisition and deal ingestion through to editing, delivery, play-out, financial reconciliation, and distribution.

RSG Media and Prime Focus Technologies (PFT) come together to offer 'Digital Supply Chain in a Box.' By seamlessly integrating RSG Media's RightsLogic® with Prime Focus Technologies' CLEAR™, Media ERP Suite, content owners can now have a single product that helps to automate the entire digital content lifecycle from program inception through delivery, play-out, financial reconciliation and distribution. This aids content owners maximize efficiency and revenues, quickly and easily, all on a cloud-based infrastructure without heavy investment in resources or time.

RSG Media's RightsLogic is the industry's premier solution for managing complex programming rights. RightsLogic helps programmers maximize their Return on Investment from content through advanced reporting across all distribution platforms and the four screens – TV, PC, mobile, and tablet.

Prime Focus Technologies' CLEAR Distribution Cloud connects business and operations for faster monetization like never before. It is powered by smarter distribution across platforms, covering distribution operations, servicing and screeners.

How does the combined offering work?

When a content owner licenses program rights to a 3rd party distributor, they use RightsLogic to capture the deal terms and subsequently track delivery fulfillment, the distributor's actual usage, and payments. The process begins as soon as the content owner enters the deal terms into RightsLogic. The system will auto-send distribution fulfillment orders to CLEAR along with the distributor's media and promo rights including any required editing instructions. This enables a CLEAR user to quickly create a new version of the content that complies with the distributor's rights. The user can then deliver the finished product to the distributor using CLEAR. Finally, CLEAR closes the loop with RightsLogic upon delivery by automatically sending updated delivery completion status. RightsLogic then auto-triggers dependent rights windows, invoices, or other contractual obligations based on the completion notification. This ensures all parties get the right information and materials they need on time.

Combining the benefits of RightsLogic and CLEAR guarantees seamless digitization of the entire content supply chain, but more importantly it offers a high impact solution not currently offered in the market. And, with its cloud-based infrastructure and flexible deployment model, this solution empowers not only large enterprise media distributors to extract immediate value from the solution but also smaller networks and content distributors.

Benefits

- View your content rights catalogue in real time including available windows, exclusivity, holdbacks, and restrictions
- Optimally plan and schedule distribution to linear, on-demand, and digital platforms
- Gain better performance insights with sales and viewership analytics for every linear, on-demand, and digital platforms
- Plan and process financials including payments, royalties, and amortization on linear and digital platforms
- Lowest TCO
- Pay as per usage – SaaS Model, no upfront CAPEX
- Realize new monetization opportunities
- Complete automation leading to zero delivery errors and faster order processing
- SLA-based delivery

About RSG Media

The world's leading media and entertainment companies use RSG Media's expertise and software to maximize revenues from their content and advertising inventories. RSG Media's RightsLogic is a dominant media business rights management system; it lets content owners and distributors, gaming companies, IP licensors, and sports leagues manage and report on the content lifecycle, including acquisitions, sales, planning and scheduling, and associated financials. RSG Media's order-to-cash ad sales systems help clients plan and manage deals across all platforms quickly and easily. Their Advant yield optimization suite uses advanced mathematics to optimize proposals, flighting, logs, and promos, which significantly lowering liabilities while generating new revenues. RSG Media is headquartered in New York, with offices in London, Delhi, and Mumbai.

For more information about RSG Media, visit www.rsgmedia.com

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Turner, PBS, Walt Disney-owned Star TV, Hearst, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services. For more information visit: www.primefocustechnologies.com



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