



Case Study - Rights Management

A production company with an on-demand offering was expanding into distributing content for the global TV market. A full review of the underlying and distribution rights was required to establish the titles that could be made available for sale, incorporating the relevant territories and media.

Challenge

Rights management became a high priority with the new impending business model. Existing underlying rights had only been cleared for the UK on-demand market.

The catalogue was also based on short-form stand-alone content, although some collections had been created.

All editorial and rights records were held on multiple spreadsheets with limited versioning. Due to the shared but fragmented nature of the data, errors were present which had persisted to other datasets. The rights position was therefore difficult to clarify and a full roots and branch review was required of the underlying rights, in order to establish the restrictions on distribution.

A considerable amount of third-party archive footage had been used, which required confirmation of the rights owner and clearance costs. A review of the video assets was also required to confirm the duration of the archive used.

Solution

A full editorial review of the catalogue was carried out, identifying duplicates with different titles and confirming the video asset related to each title.

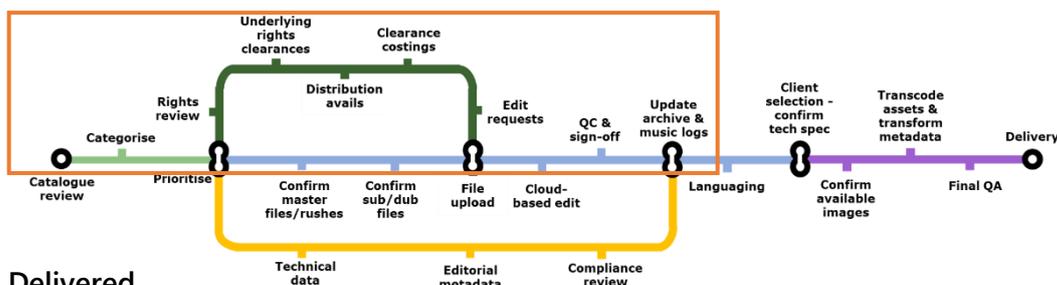
The subject matter experts then assessed the titles for marketability and any known but undocumented issues. Collections and groupings were also applied to simplify packaging for distribution.

The catalogue was prioritised, and underlying rights documentation reviewed for accuracy, and restrictions identified.

Rights owners were contacted for estimated clearance costs across packages of content in which their archive had been used. A second assessment was carried out on the marketability based on the clearance costs and likely return on investment.

All rights data: titles, editorial metadata, underlying rights logs and underlying rights agreements were migrated into a central cloud-based rights management system. Key documents were also uploaded for easy reference.

Availability reporting for distribution, and usage reporting for collecting societies can now be generated systematically.



Results Delivered

- a central source of catalogue editorial metadata
- complete confirmed records of underlying rights and associated rights agreements
- trusted source of distribution rights availability
- systematic rights reporting: title underlying rights, music cue sheets, sales availability etc

