Content Rights & Licensing Platform for Intellectual Property Management

RIGHTS U

Right Information to Right People at the Right Time

ACQUIRE

CONSUME

MANAGE

MONETIZE

Enterprise wide Solution for Media Businesses Worldwide.

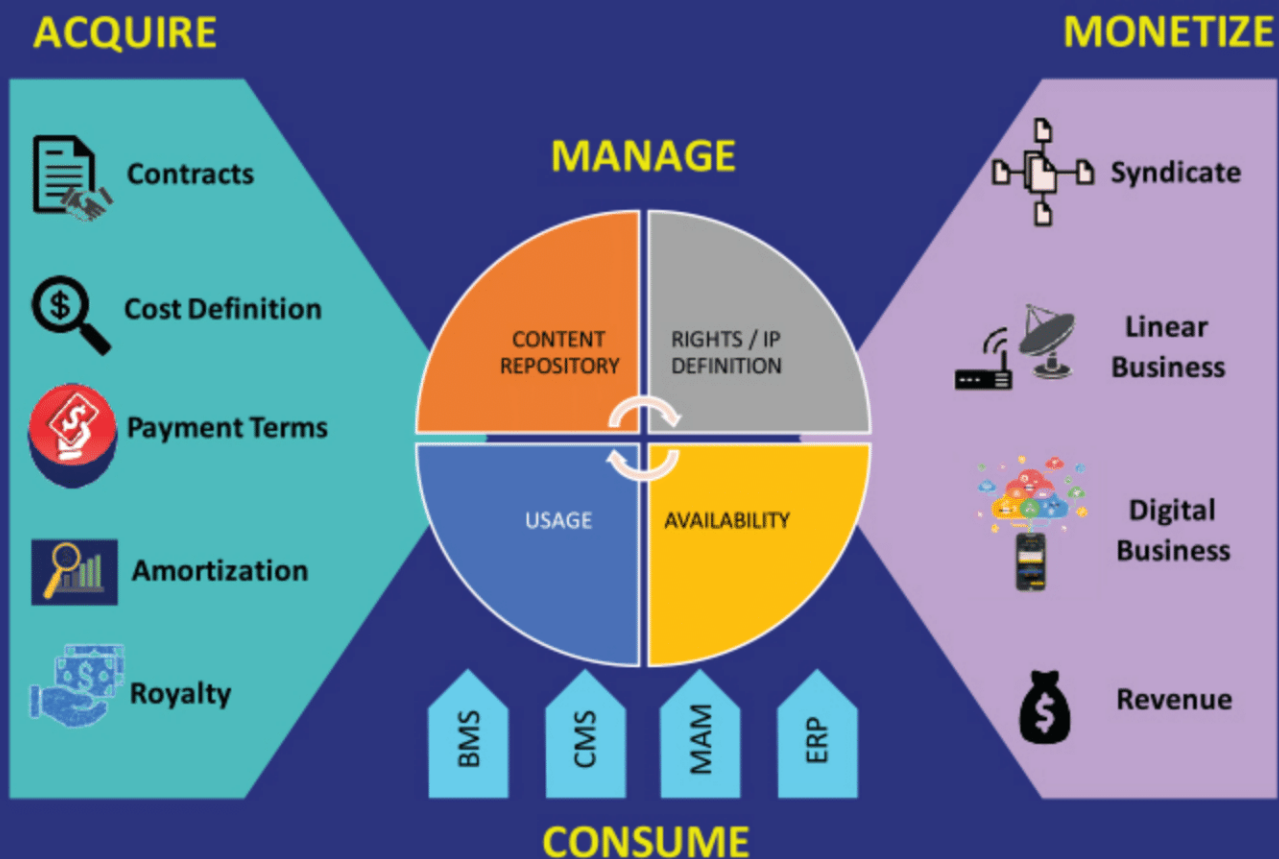**Broadcasters ‖ OTT Players ‖ Studios Content Aggregators**

U-TO SOLUTIONS

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

ACQUIRE
- Contracts
- Cost Definition
- Payment Terms
- Amortization
- Royalty

MANAGE
- CONTENT REPOSITORY
- RIGHTS / IP DEFINITION
- USAGE
- AVAILABILITY

MONETIZE
- Syndicate
- Linear Business
- Digital Business
- Revenue

CONSUME
- BMS
- CMS
- MAM
- ERP

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
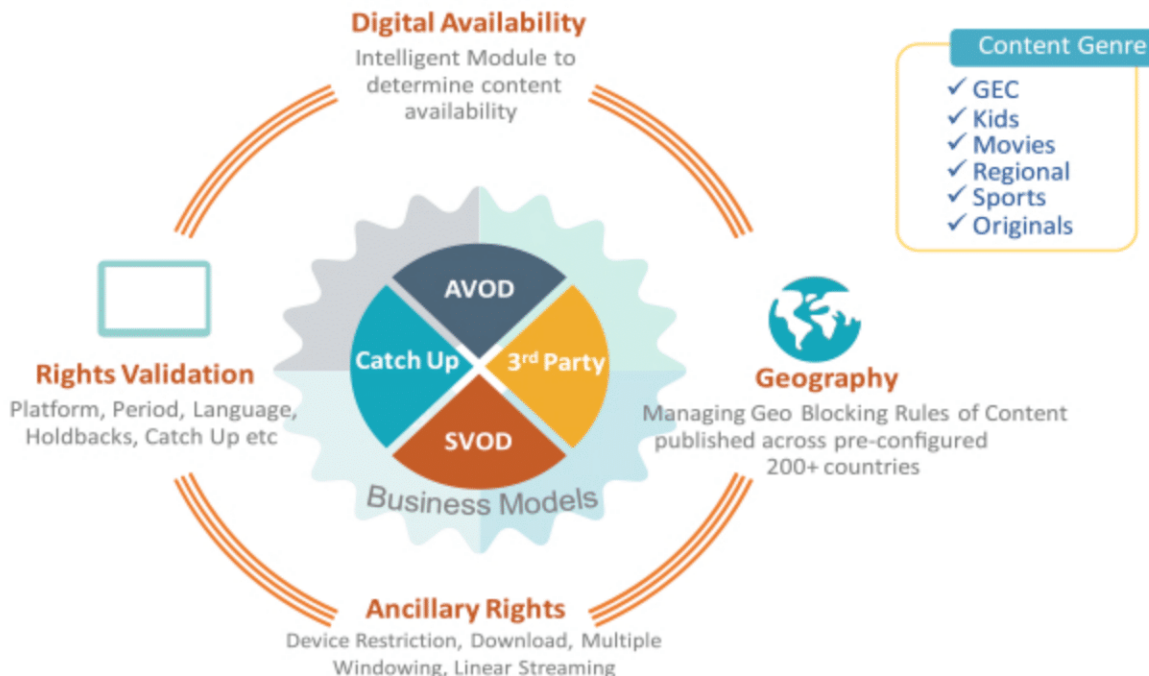
Interconnected - Interwoven - Interdepartmental Information Hub

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

BMS

CMS

SALES

RIGHTS U

ERP

MAM

BI

Linear Schedules & Runs Consumption

Content Metadata & Publish

Invoicing, Payments & Budget Check

Media & Asset Versions

Sales / CRM Systems

Analytics

ENCOMPASSING EVOLVING DIGITAL SPECIFIC ELEMENTS

Digital Availability
Intelligent Module to determine content availability

Content Genre
- ✓ GEC
- ✓ Kids
- ✓ Movies
- ✓ Regional
- ✓ Sports
- ✓ Originals

Rights Validation
Platform, Period, Language, Holdbacks, Catch Up etc

Business Models
- AVOD
- 3rd Party
- SVOD
- Catch Up

Geography
Managing Geo Blocking Rules of Content published across pre-configured 200+ countries

Ancillary Rights
Device Restriction, Download, Multiple Windowing, Linear Streaming

DIGITAL BUSINESS SCENARIOS

Multiple Windowing

Scenario 1 - Publish on SVOD for 14 days followed by AVOD for 30 days.
- Start / End date validation could be done basis pull from CMS

Scenario 2 - Publish first 2 episodes on AVOD followed by remaining episode 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 instruction to publish content 7 days prior from premier

Scenario 2 - Sending instruction to publish content 14 days from premier
- RightsU analyses schedule data from BMS and Publish Date of 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

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

Pre-emptive Sales Analysis

An analytical insight on what sells where, how much to understand what to sell.

Boosting Sales Insights

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.

Our experienced team combines decades of hands-on industry expertise in media, entertainment, and technology, sharing their collective acumen enabling us to grow and support your business.

With **two decades** of business experience, U-TO is committed to delivering unmatched business solutions to media industry.

Trusted by industry leaders globally, 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**
- **Tata Play**
- **AETN 18 (History)**
- **Excel Entertainment**
- **Goldmines Telefilms**

- **The Walt Disney Company (Star India)**
- **Shemaroo Entertainment**
- **TV18 Broadcast**
- **Indian Broadcasting Foundation (IBF)**
- **Internet and Mobile Association of India (IAMAI)**

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