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Wright's Media Acquires LicenseStream™

THE WOODLANDS, TEXAS (October 16th, 2014) – Wright's Media is eager to reveal the acquisition of the content licensing platform, LicenseStream, which was acquired on May 15th, 2014. LicenseStream is an automated online platform that allows content owners to license, transact and monitor digital assets such as video, audio, images and branded award logos. LicenseStream is a Software as a Service (SAAS) platform, which digitizes and distributes traditional and digital media into licensed assets for monetized purposes by giving the right permissions to content purchasers.

LicenseStream is the first and only complete online content licensing platform. The entire digital asset transaction happens through this proprietary software system by providing a user-friendly interface for the content buyer, and complete back-end reporting for the content owner. LicenseStream enables content owners to bring their content and brand assets to the licensing market, while keeping absolute control of how the content is being used. Having control over brands' valuable content also increases potential revenue. This platform allows content owners to offer their content through online storefronts. The licensing process helps content owners calculate royalties and monitor distribution and usage.

“Wright's Media is the leader in the content licensing arena and offers publisher partners a completely automated platform. LicenseStream handles the content licensing transactions and implementations, but also tracks content on the web that hasn't been licensed, turning it into a revenue generating opportunity,” said Richard Wright, CEO Wright's Media. Wright's Media has been a print media advocate for over 20 years and continues to contribute to the growth and sustainability of traditional print media brands, through acquisitions like LicenseStream.

The system was a start-up project developed by Jeffrey Shear, who has over 25 years of experience in systems and application development in intellectual property, media, financial and insurance industries. “Wright's Media is the perfect home for LicenseStream due to its strong commitment to content rights and licensing. I look forward to working as a part of the Wright's Media team to bring new licensing opportunities to the content publishing world,” said Jeff Shear, CTO Wright's Media.

Wright's Media works with several large consumer and B2B publications in utilizing the LicenseStream platform such as; Cosmopolitan, Runner's World, Men's Health and Women's Health. Wright's Media also partners with one of the world's largest photo sharing websites, Snapfish by HP, which licenses the usage of thousands of images. Other partners include newspaper media such as the Chicago Tribune and the Daily Press.

About Wright's Media

Wright's Media is a full-service licensing solutions provider that represents approximately 1,000 magazines, and works with print and online publications in both consumer and B2B industries. Publishers seeking to maximize in-house profits or wanting to utilize content will leverage and extend their brand through various marketing strategies and platforms by partnering with Wright's Media, a company invested in progressive technology.

For more information, call 877.652.5295 or visit www.wrightsmedia.com