

RIGHTS CLOUD™ - RIGHTS INFORMATION AT YOUR FINGERTIPS

More Content, More Complexity

In today's content-centric world, innovation appears boundless. Organizations in almost every industry are facing content overload, struggling to figure out what they have, how they can use it and whether it's profitable—all while being inundated daily with more.

Innovators are churning out a proliferation of intellectual property and changing how it is defined as they discover various ways to combine, bundle and distribute digital assets. Evolving definitions, complex contract terms, new distribution channels and geographical boundaries all make the process of clearing the rights to use an asset convoluted. Yet the requirements for global collaboration and faster time-to-market have never been stronger. How do you meet these demands without slowing production or putting your brand at risk?

Rights Cloud

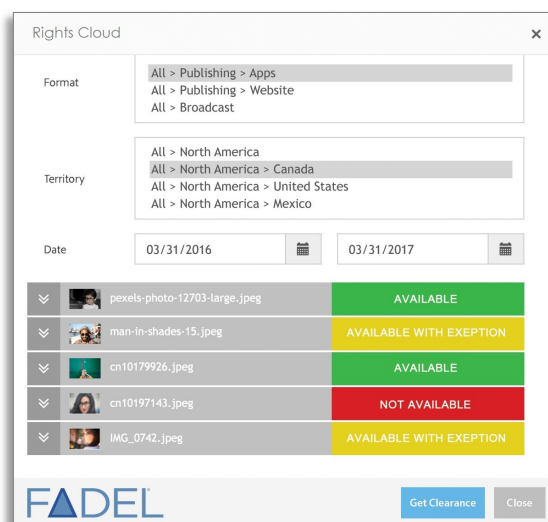
Rights Cloud™ by FADEL checks content rights real-time, giving you at-a-glance visibility into terms of use from directly within your creative, distribution or asset/content management platform. From creative to delivery, Rights Cloud gives you the "rights" answer, on demand.

A simple solution for a complex problem, Rights Cloud enables creatives, brand managers, digital editors and advertisers to:

- **Accelerate content production and distribution** with at-a-glance confirmation of which assets—print, digital, video and talent—can be used when, where, and how.
- **Safeguard your brand** from noncompliant content use that can cost millions in penalties, campaign rework, and negative PR.
- **Cut costs** with increased efficiencies and the ability to assess all creative inventory for optimum content reuse.
- **Galvanize brand equity** with performance analytics that provide insight into content search and usage so you can amplify it across print, digital, broadcast and social channels.

Innovate with Confidence

FADEL's new Rights Cloud solution includes the TalentSmart™ and RightsClear™ products. With TalentSmart, advertisers can easily capture and manage agreements and rights for models, photographers and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation. RightsClear



allows you to check digital asset rights real-time and in the cloud to ensure permissions are cleared for use against contract terms.

Key features include:

- **Capture and Manage Contracts**

Easily capture and manage agreements and contract terms for models, photographers and other rights holders – eliminating the dependency on business affairs and ensuring rights are no longer subject to interpretation

- **Validate Asset Availability Real Time**

Speed up production and protect your brand by searching and clearing available assets based on usage rights.

- **Seamless Integration**

Use Rights Cloud standalone or integrate into your DAM, MAM, CMS or 3rd party rights management system.

- **Global Rules & Restrictions**

Specify detailed attributes for complex terms such as formats, territories, number of uses, start and end dates.

- **Determine Payment Obligations**

Capture payment obligations and talent acknowledgements to associate with asset usage.

- **Industry Templates**

Save time with out-of-the-box, industry-specific defaults for Publishing, Broadcast, Merchandising and Multimedia.

- **Reporting & Analytics**

Get smarter use from your assets with analytics and reports, such as Asset Clearance History and Asset Expiration.

Visit fadel.com/rightsccloud today for more information and to get started with Rights Cloud. Connectors to third-party software can be found on the ARC Partner Network page at www.fadel.com.

About Us

FADEL, innovator of rights and royalty management software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising including Marvel Entertainment and Pearson Education. By automating talent and content rights management across videos, photos, ads, music, products and brands, and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies. Founded in 2003, FADEL is headquartered in Rye, New York, and also operates offices in New York City, Los Angeles, London, and Lebanon. For more information, visit www.fadel.com.

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