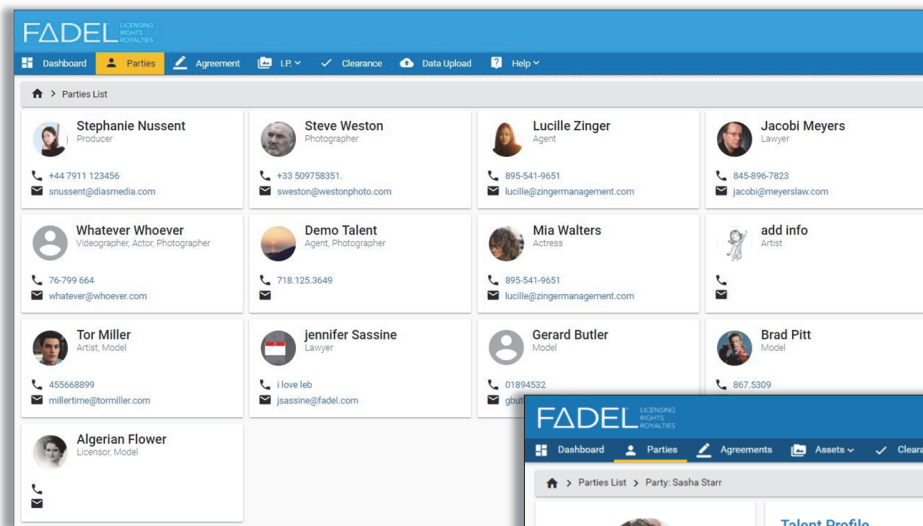
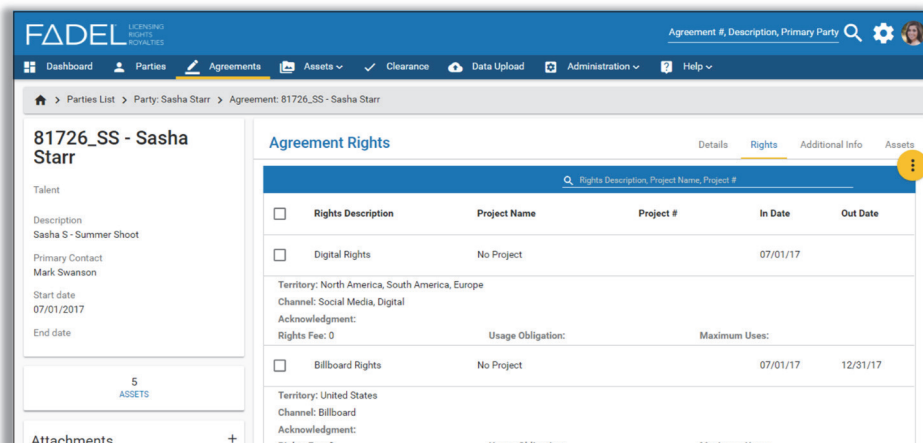
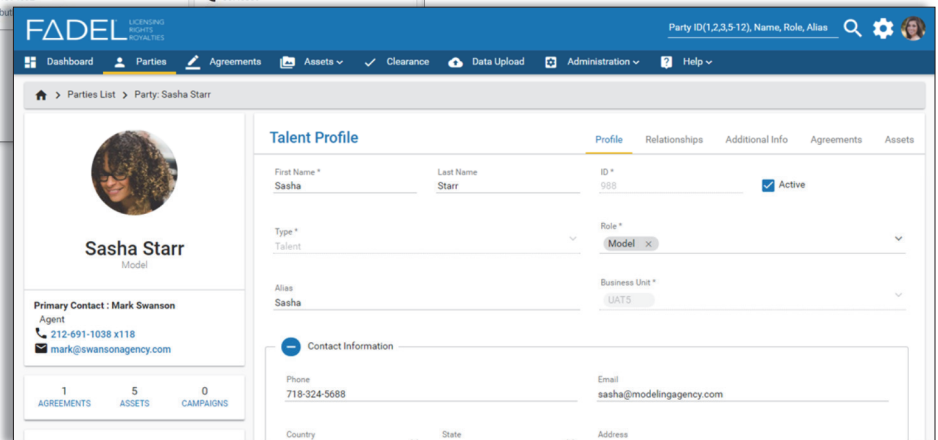


RIGHTS CLOUD™
DIGITAL RIGHTS MANAGEMENT FOR **opentext™** | Media Management

A powerful tool for talent and content rights management, Rights Cloud enables marketers and advertisers to optimize ad spend and ensure content compliance across global brands.

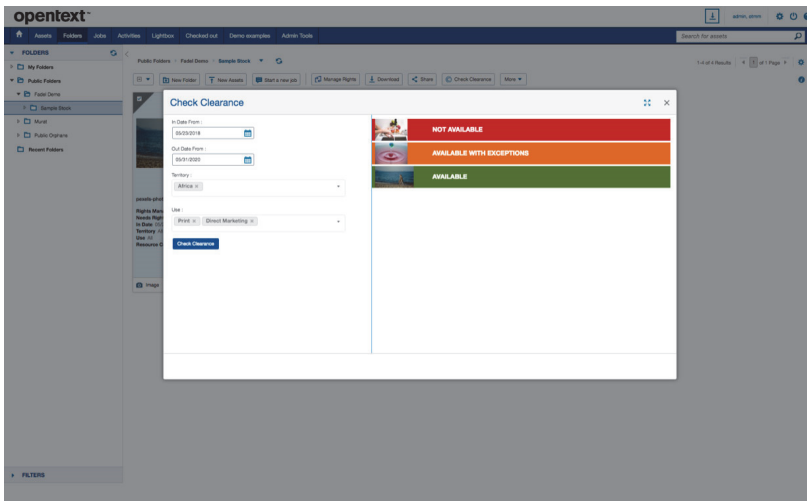
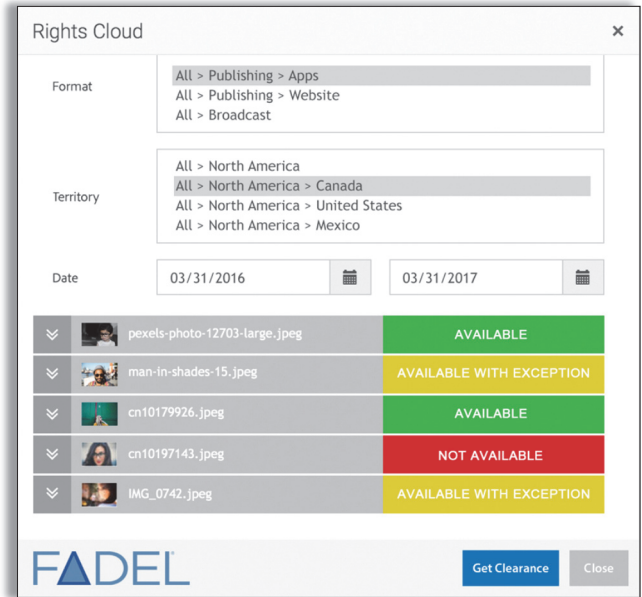


Store talent information, stock agencies and profiles for 3rd party rights holders including social profiles, agreements and references to work contribution.



Easily capture and manage agreements and complex rights for models, photographers and other rights holders — driving automated rights inheritance to related assets.

Get rights information at your fingertips. Increase content velocity with real-time, at-a-glance confirmation of when, where and how licensed assets can be used.



Reuse existing content and increase campaign ROI by gaining full visibility into asset usage rights – directly from OpenText Media Management.

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. 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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