

OpenText in Media & Entertainment: Media Licensing and IP Management

Quick, Secure and Painless IP Sourcing,
Delivery and Management

Capitalizing on intellectual property is the “life blood” of any media company. But servicing and managing hundreds or thousands of licensees across the globe can be a blood bath without the right solution to support the business.

With accelerating global demand for popular characters, music and design, the issues around licensing and rights for IP have never been more complicated. Matters are further complicated by inventive new opportunities and outlets, and the growing variety of forms and formats of digital media assets.

Licensed IP delivers substantial revenue for a media company, but disconnects and cumbersome procedures in the process eat into profits and can limit the company's ability to realize the full potential. OpenText resolves the media licensing and IP management roadblocks through integrated business processes that:

- Automate finding, licensing and acquiring a digital asset, and put the licensee in the driver's seat of those steps,
- Reduce operational costs of management and distribution of assets,
- Track asset usage against licensed authorization around the world,

- Stimulate greater sales by making it easier to find and acquire IP assets, and
- Protect the integrity of the process and the assets through secure, enterprise-class technology.

Put Licensing and Acquisition on 'Automatic.'

The Licensing and IP Management solution from OpenText allows a prospective vendor to initiate a licensing request, proceed through an automated workflow, search for IP to be licensed, and then take delivery of that content via the internet.

After that, the solution gives companies the tools they need to manage the IP they've licensed and keep tight controls on the use of each asset.

The solution providing these capabilities is built on industry-leading enterprise-class software infrastructure from OpenText. Fully integrated with the OpenText Media

HIGHLIGHTS

OpenText Licensing and IP Management solution uses industry-leading business process management technology to initiate, complete and track licensing agreements worldwide. The solution supports automated, customer-driven sourcing of target IP, processing of the license, and secure delivery of the asset. It:

- Provides worldwide capabilities with enterprise-class technology.
- Enables seamless, secure access to, and distribution of, digital media IP.
- Integrates licensing IP with the actual digital asset, letting customers view and choose the product they want to acquire.
- Provides secure and fast distribution capabilities to deliver the licensed digital file and protect the asset.
- Tracks usage against licensed permissions, and issues automatic reminders for renewal.
- Fully integrates with industry-leading Digital Asset Management platform and Web Experience Management software.

Management platform and the Web Experience Management portal, but alternatively able to work with existing business process management systems, it meets the requirements of demanding media and entertainment companies.

A Case in Point

Consider a customer who wants to license the use of a particular character for a lunchbox.

The customer can initiate the licensing process and search through the asset repository to find the image they want in the file size and format that they need—e.g., a Photoshop file of specific resolution. They complete all the contractual information online, and upon approval (which also can be automatic depending on the circumstances), receive the target image through secure online delivery.

Because customers are largely in control of the process, they benefit through streamlined service and the media company benefits through faster licensing and delivery at lower cost.

Subsequent to that, the media company can track the usage of the asset to make sure it complies with the contractual permissions.

Behind the screens, the license process is driven by the media company's business process management systems. Business rules can automate the approval or flag the application for review. Integrated media asset management handles the asset repository access and search function, as well as automated delivery of the asset.

The customer information residing in the BPM system makes the ongoing management of the licenses more automatic—system-generated license renewal reminders, cross- or up-sell suggestions, etc.

In addition, with better metrics of who has licensed what, media companies can proactively and automatically offer additional licensing suggestions, similar in concept to Amazon's "customers who bought this also like..."

Although this case discussion uses a character's image, the same capabilities apply to any form of licensable digital media—music, graphics, video, copyrighted text, etc.

Summary

OpenText Licensing and IP Management solutions streamline and enhance both the customers' licensing experience and the media company's business process. By making it easier to find and secure digital media assets, it promotes greater licensing activity while reducing the cost of management and distribution of licensable digital assets.

The solution enables media companies to create customer-driven, automated processes to search, license, and acquire media IP assets. While it fully integrates with the OpenText Media Management platform and Web Experience Management software, the solution also is readily integrated with other BPM systems and related technology that the media company may already use.

The records of the transactions stored in BPM systems give the media company greater ability to track usage and monitor compliance around the globe. Additionally, they give the media company solid, accessible data that can inform new marketing programs and outreach.

For further information, please contact your nearest OpenText representative, or visit [OpenText.com](http://www.opentext.com).

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About OpenText

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit: www.opentext.com. ■

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