



Managing Video Assets for Greater ROI

STEPHEN ROBINSON

General Counsel & Chief Privacy Officer





AdBridge™

Complete **Video Workflow** for Marketing
Creative **Locked with Talent & Rights**

We are proud to partner with the world's
leading brands, including all of those in
the AdAge top 100



AdAge

Ad Age Media Buzz
March 16, 2020

**Important
to Important People**



**Ford pulls national vehicle ads,
replacing them with a coronavirus-
response campaign**

FAST COMPANY

03-17-20 | CORONAVIRUS

Ford reads the culture right with new coronavirus response advertising

The carmaker replaces its scheduled March Madness ads with two new spots about its car payment relief program.



The New Yorker and NYMag covers subtly, and unsubtly, nail life during a pandemic

The city's 'psychological temperature has swung wildly ... over the course of a handful of days,' writes David Haskell.

By Simon Dumenco

THE WALL STREET JOURNAL.

BUSINESS | ADVERTISING

Ad-Buying Giant Magna Slashes U.S. Ad-Spending Forecast for 2020 Amid Coronavirus Pandemic

Magna expects U.S. ad spending to decline 2.8% this year, buffered partly by political-ad buys; possible economic rebound in second half

ADWEEK

First Things First

March 20, 2020

By Jess Zafarris

**The Advertising and Marketing World Forges Ahead Amid
Coronavirus**

The logo for The Hollywood Reporter, featuring the word "Hollywood" in a large, white, serif font with "THE" in a smaller font above it, and "REPORTER" in a smaller, white, sans-serif font below it, all set against a red rectangular background.

THE
Hollywood
REPORTER

Coronavirus: Film, TV Industry Navigates U.S.- Canada Border Shutdown



All the Shows and Movies Shut Down or
Delayed Because of Coronavirus





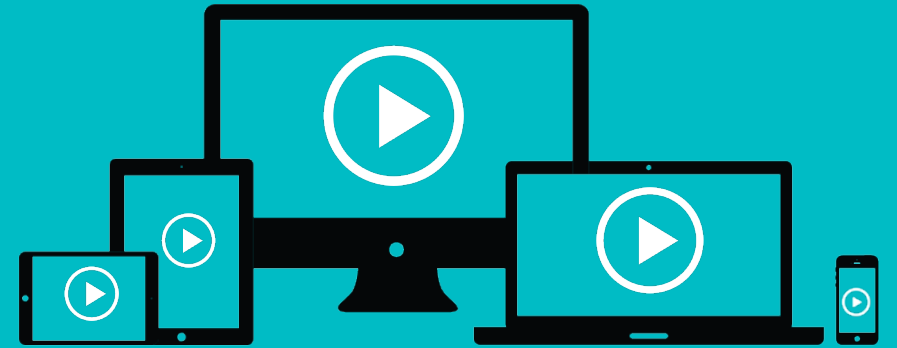
Broadcast TV



Online Video



Broadcast TV



Online Video. Tablet, Mobile, Social

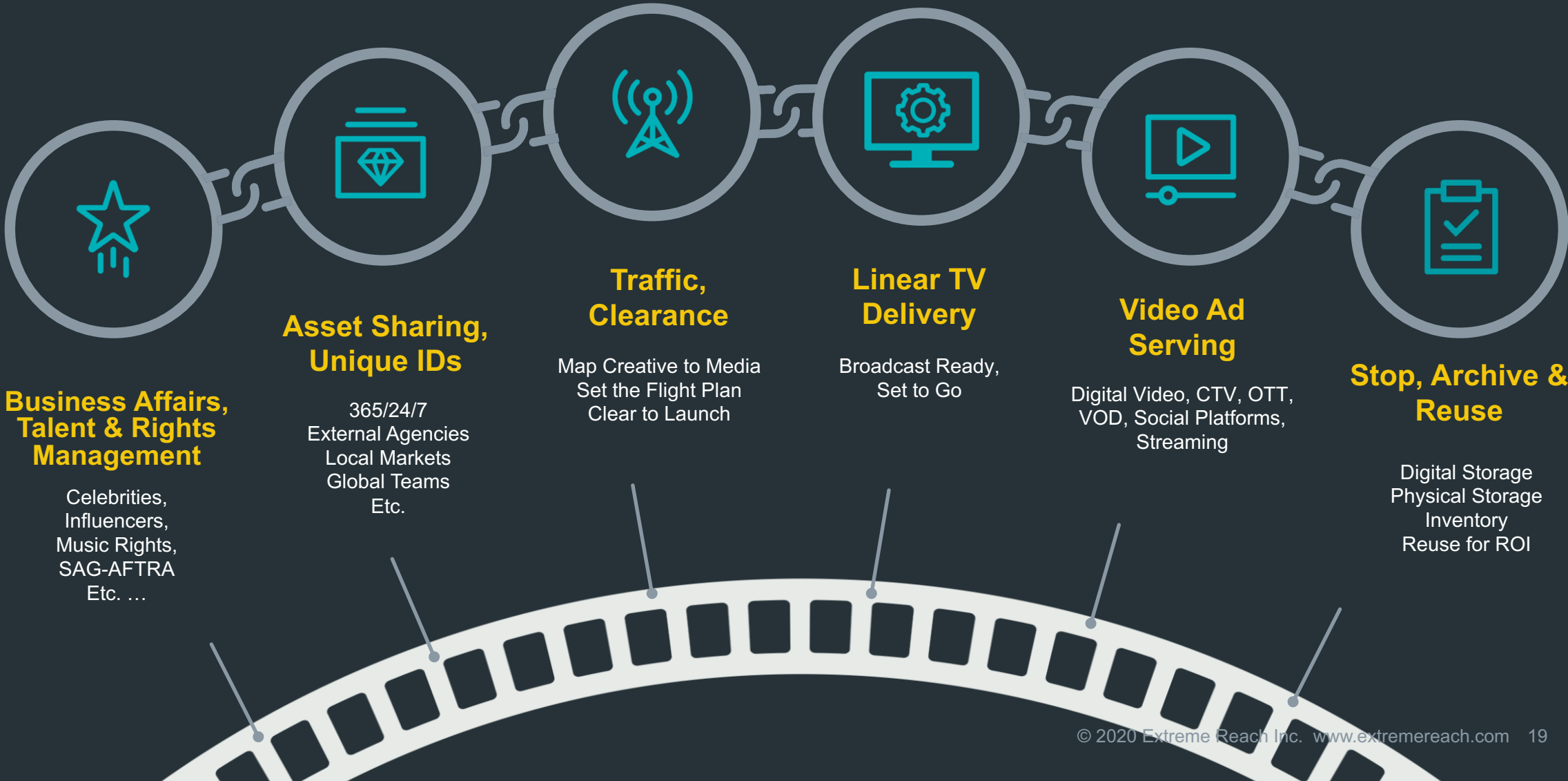


Broadcast TV



VOD, Connected TV

INTERDEPENDENT PROCESSES & TASKS





**Asset Sharing,
Unique IDs**



**Video Ad
Serving**



**Traffic,
Clearance**

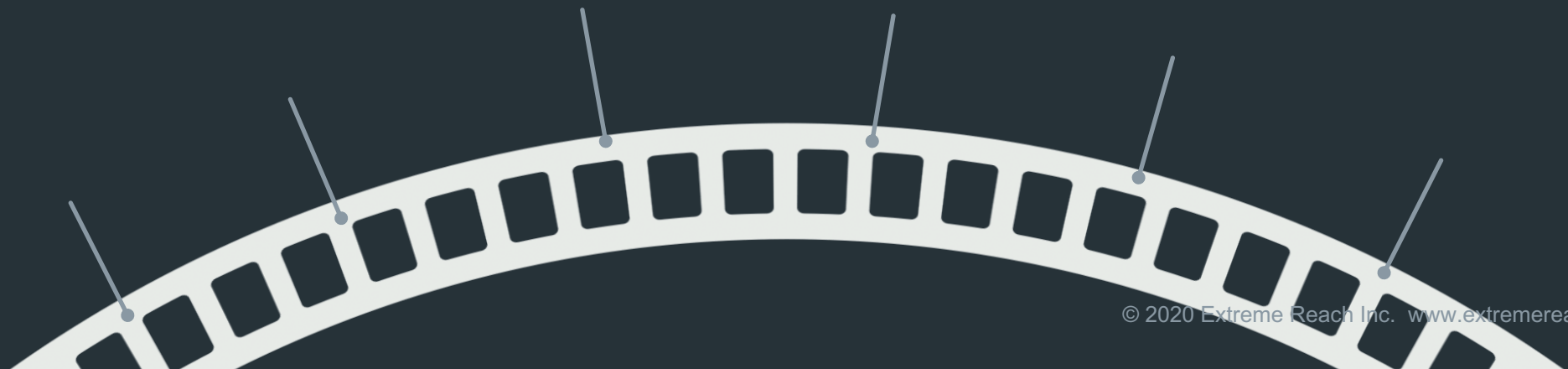
**Linear TV
Delivery**



**Stop, Archive &
Reuse**



**Business Affairs,
Talent & Rights
Management**



RIGHTS MANAGEMENT – WHAT EXPIRES WHEN?



**Business Affairs,
Talent & Rights
Management**



**Licensed
Music Rights**



**Stock
Music**



**Stock
Footage**



**Character
Names &
Licenses**

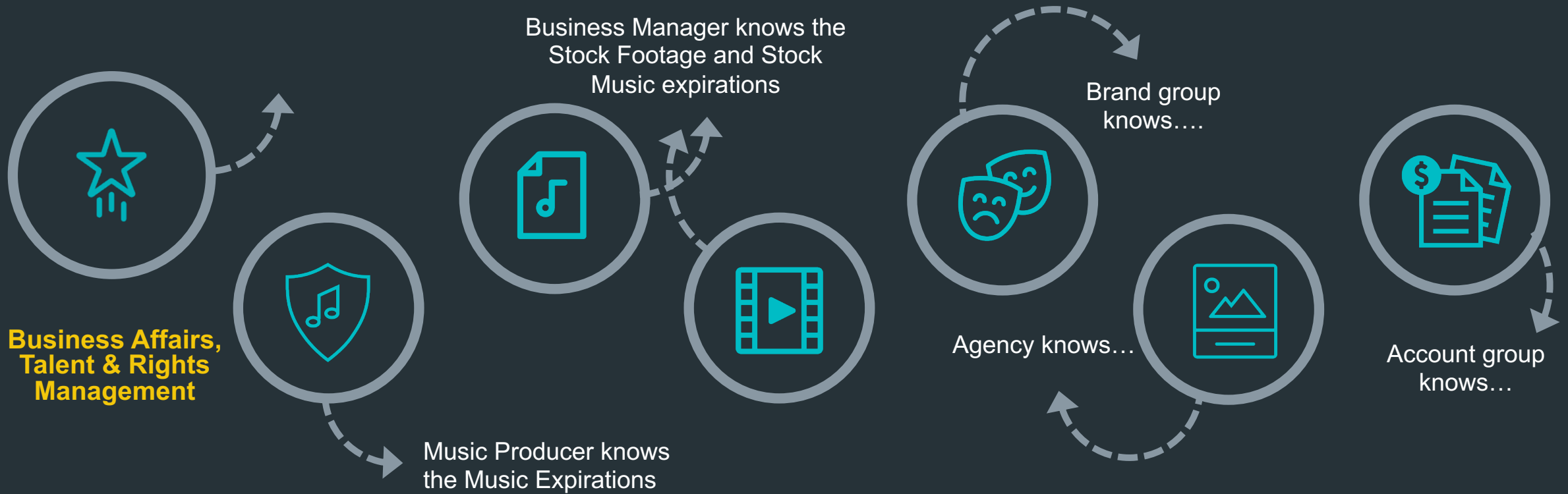


**Photographer
Rights**



**Celebrity
Agreements**

RIGHTS MANAGEMENT – CONTROLLED CHAOS?



RIGHTS MANAGEMENT – CONTROLLED CHAOS?



\$75 Million

Spent annually, industry-wide on late penalties, unanticipated use, and unauthorized use

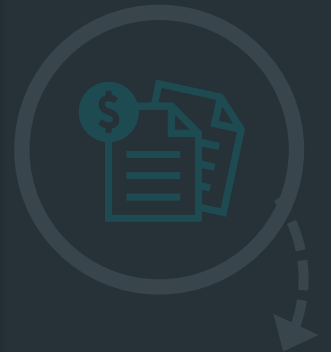


Seven Figures

Unauthorized use with celebrities can really cost you

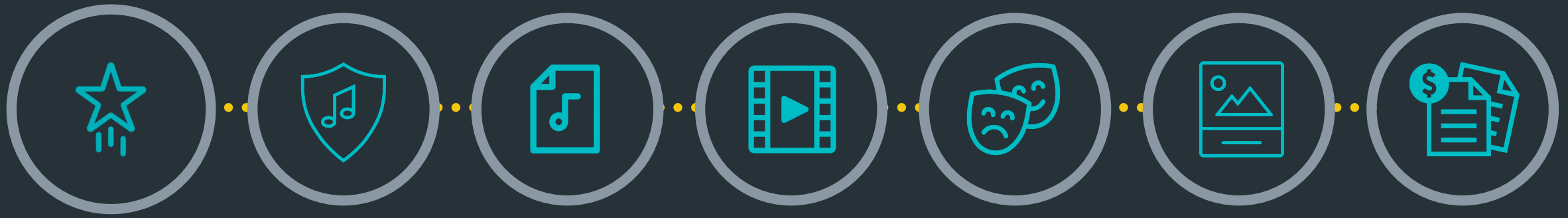


Business Affairs
Talent & Rights
Management



Account group
knows...

EVERYTHING CONNECTED IN ONE PLATFORM



AMASS DATA FROM STANDARD WORKFLOW



Language	Format
ISCI/Ad-ID	Title
Creative Agency	Watermark
Length	Metadata

AMASS DATA FROM STANDARD WORKFLOW



Language	Format	CTV	National
ISCI/Ad-ID	Title	Social	Local
Creative Agency	Watermark	Broadcast	Air Dates
Length	Metadata	Mobile	Region
		VOD	Tags

AMASS DATA FROM STANDARD WORKFLOW



Language	Format	CTV	National	Music Rights	Expiration Dates	Translations
ISCI/Ad-ID	Title	Social	Local	Broadcast Rights	Talent Costs	Reuse Tracking
Creative Agency	Watermark	Broadcast	Air Dates	Cable Rights	Rights Tags	Story Detail
Length	Metadata	Mobile	Region	Local Mkt Rights	Local Tags	Union Data
		VOD	Tags	Internet Rights	Asset Usage	Stock Footage
				Celebrity Guarantee	T&Cs	Cast

AMASS DATA FROM STANDARD WORKFLOW



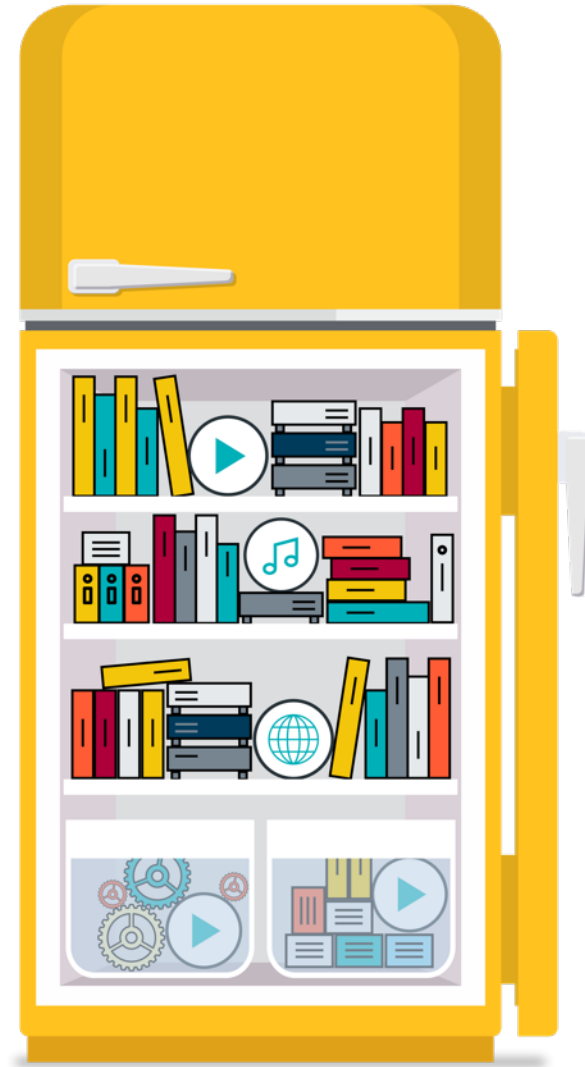
Language	Format	CTV	National	Music Rights	Expiration Dates	Translations	Impressions	Desktop	Media Vendor
ISCI/Ad-ID	Title	Social	Local	Broadcast Rights	Talent Costs	Reuse Tracking	Spend	Clicks	Traffic Type
Creative Agency	Watermark	Broadcast	Air Dates	Cable Rights	Rights Tags	Story Detail	Time Spent	Brand	Platform
Length	Metadata	Mobile	Region	Local Mkt Rights	Local Tags	Union Data	Engagement	Completion Rate	Auto-Play
		VOD	Tags	Internet Rights	Asset Usage	Stock Footage	CTV	Quartiles	Click-to-Play
				Celebrity Guarantee	T&Cs	Cast	Mobile	GIVT Filtration	Viewability
							Tablet	Filtration Type	SSAI

Keep your cool.

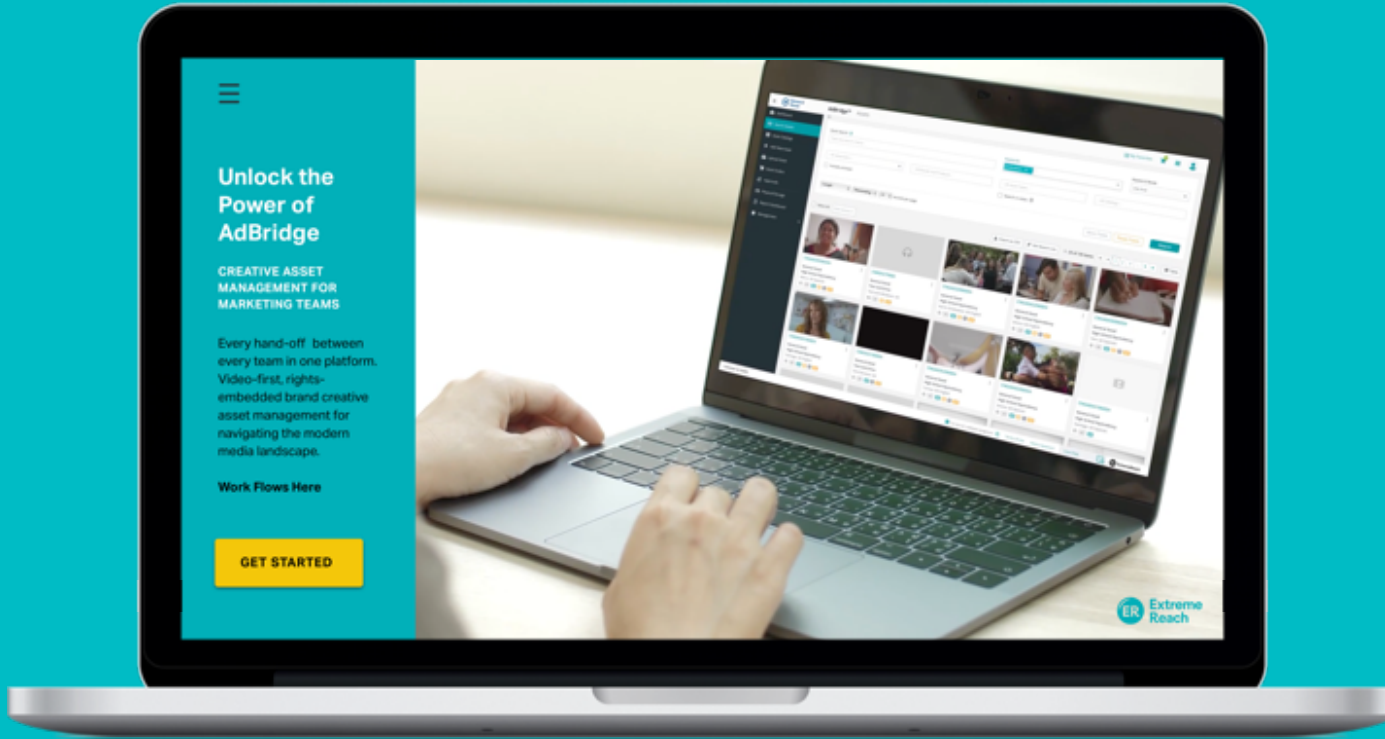




All the assets.
All the data.
One central location.



Centralizing video assets
means brands are ready for
anything and everything.



REQUEST A DEMO TODAY

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