

Acquiring and Managing Media Content



Satisfying the New Consumer

Satisfy the New Consumer

Create and Acquire Top Content

Create Content Consumers Value

SAP Innovations

The audience for media has more choices than ever before. To earn and maintain a reputation for providing premium content, create the best offerings possible and deliver them ahead of competitors on a growing number of platforms.

Consumers today expect to view, hear, or read what they want, when they want. And they take a choice of delivery options for granted. Network TV stations, movie theaters, CD stores, and newspapers, while still important, are only part of the picture. The most attractive opportunities for growth lie with digital content and distribution channels.

Media content creators and distributors are looking for new revenues from providing information and entertainment compatible with streaming, download, and cloud technologies.

With the new diversification comes an explosion in rights and royalties, a fierce competition for top talent, and a laser focus on profitability by title.

To succeed, infrastructure must be in place to support best practices in content and talent acquisition, processing of accounts payable, and digital asset management.



Creating and Acquiring Top Content

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Create Content Consumers Value

SAP Innovations

Producing world-class media content for all channels demands the ability to attract and retain the best talent, collaborate effectively with value chain partners, and find and license relevant and timely content that consumers are willing to pay well for.

Content providers creating unique content know they need the best talent to make the magic happen –and everyone else in the media business is competing for the same talent. Many content creators also look to license content. The competition in that arena is equally fierce. Having sales history on hand in a readily accessible format that can be used in those intense negotiations can mean the difference between winning the deal and going home empty-handed.

Whether negotiating for actors, directors, authors, the next hot act about to go viral online, or vying for the rights to an independent film that may be destined to win a surprise Oscar – whatever is in process, SAP solutions can help to seal the deal.

Best-Run Media



Creating Content That Consumers Will Value

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SAP Innovations

For media companies, creating or acquiring content and talent is a core competency. Striking the right agreements is a sure way to improve profitability. And maintaining commitments to partners is vital to nurturing current relationships and protecting future prospects. SAP software can facilitate deal and contract management, settlement of license fees and payments, and royalty accounting and settlement.

- Smoother deal management through a rigorous process for negotiation and contract development
- Balance and optimization of offerings based on insight into the content portfolio
- Improved talent relations through transparency in payments and royalties



SAP Innovations

Satisfy the New Consumer

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Create Content Consumers
Value

SAP Innovations

SAP software for creating and acquiring intellectual property employs the latest technology innovations to enable mobile access to key contract and content data, graphical rights analysis, and real-time license decision making.

Analytics solutions provide advanced graphical visual analysis of complex intellectual property rights and metadata, supporting contract negotiations for content and talent with comprehensive, yet easy to navigate, key data.

Database and technology solutions powered by SAP HANA enable real-time access to large, complex repositories of content and associated rights data, as well as related transactional contract data. Traditional solutions involve time-intensive calculations and impose rigid structures on data, hindering instead of enabling business users.



Build Content and Retain Talent

Solution Overview

Acquire Content

Manage Rights

Manage Digital Assets

Compelling Content Creation

Why SAP?



Intellectual Property Acquisition and Settlements

Create, maintain, and modify contracts with creative partners for acquisition of rights and services. Automatically calculate fees and royalties and create statements.



Intellectual Property Rights Management

Find the right content to air at the right broadcast time.



Digital Asset Management

Manage assets and synchronize sales and distribution with rights availability.

Intellectual Property Acquisition and Settlement

Solution Overview

Acquire Content

Manage Rights

Manage Digital Assets

Compelling Content Creation

Why SAP?



Acquire Content and Settle Accounts

Solution Overview

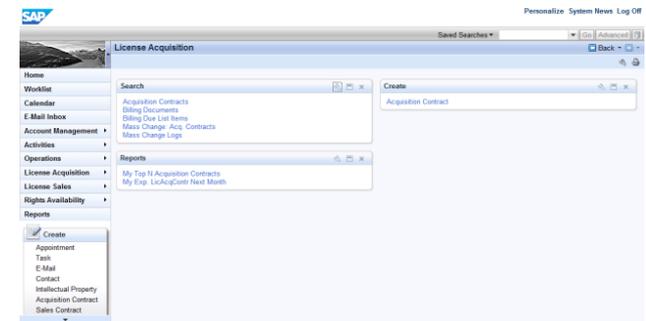
Acquire Content

Capabilities

Benefits

SAP Innovations

SAP solutions help unify and automate cross-channel royalty accounting; track reuse in products and channels; simplify business execution; lower risk; and meet regulatory compliance.



To clarify financial commitments to contributors and creators, SAP software streamlines the management of licensed rights and supports processes for identifying expiring contracts, exercising options, filling broadcast time slots, and negotiating talent agreements.

Full insight into content, talent, and relevant contracts is key. As such, SAP software enables planning and analysis of royalties, ultimate's, and participations. Analyzing content performance guides decisions on future content and talent choices. Knowing who owes what to whom on what date provides a full audit trail and helps ensure regulatory compliance.



Acquire Wisely and Leverage Content

Solution Overview

Acquire Content

Capabilities

Benefits

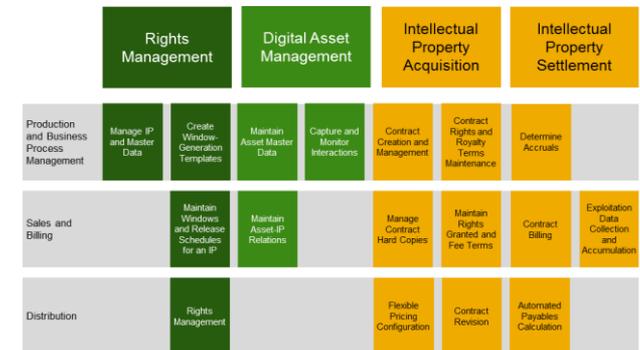
SAP Innovations

Contract and account management – Decision makers need a 360-degree view of licensors, authors, talent, and other creative partners to track interactions with them.

Rights acquisition contract management – This functionality helps rights specialists create, maintain, and modify contracts with creative partners for acquisition of rights and services.

IP rights management – Rights management provides tools for assessing availability of rights and digital assets.

Royalty statements and settlement – The software also clarifies financial obligations to licensors, with automatic integration to company financial processes.



Retain the Best Talent

Solution Overview

Acquire Content

Capabilities

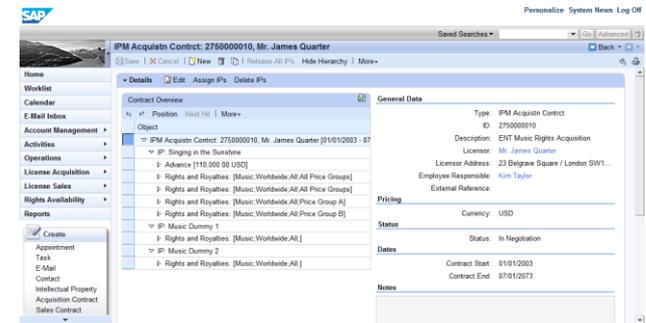
Benefits

SAP Innovations

Manage the full lifecycle, from acquiring content and signing authors and other talent to negotiating contracts, executing deals, and making financial payments.

To successfully acquire prime content and talent, media companies must integrate multiple processes over specified time periods.

The lifecycle begins with negotiation of terms and rights for content or services, including royalties and fees. Keeping track of many elements is a challenge, and executing on agreements requires automated, integrated support for deal terms, approvals, royalties, and statement processing.



SAP provides solutions to help streamline these critical processes. Contract management functionality includes custom templates for various types of deals, standard and custom fee structures, and integrated workflows. Standard integration to accounts payable and accruals processes automates royalty and statement processing, keeps royalty operations accurate and transparent, and gives authors and talent confidence in the business.



Innovations for IP Acquisition and Settlement in Media

Solution Overview

Acquire Content

Capabilities

Benefits

SAP Innovations

SAP innovations improve rights acquisition by enabling data consumption outside the central office.



Mobile

Use SAP Mobile Platform to view prior deals and profitability by intellectual property, contract, or customer. Track invoices, royalty statements, and customer data.

Analytics

Report by title for critical insight into property and customer performance to support negotiation of smarter deals.



See Real-Time IP Rights Availability

Solution Overview

Manage Rights

Capabilities

Benefits

SAP Innovations

Rights availability analysis helps identify what rights to the content in inventory can be sold where, when, and how. It takes into account such relevant business criteria as market, territory, language, distribution channel, and dates. It also clarifies characteristics of the properties themselves – for example, what genre they belong to and whether they are first-run or syndicated and television or film properties.

To enable this powerful analytical reporting, SAP software captures and maintains all relevant data in real time and defines exploitation windows and relationships among properties. Detail is available down to the level of individual property.



Innovations for IP Rights Management

Solution Overview

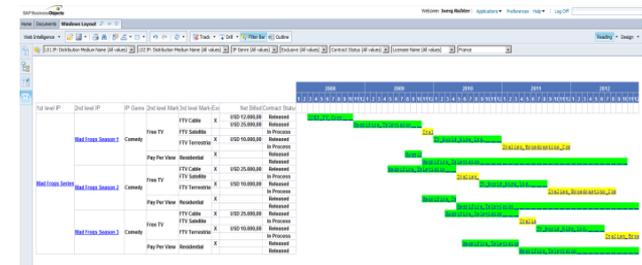
Manage Rights

Capabilities

Benefits

SAP Innovations

Boost rights acquisition through access outside the central office. Harness in-memory computing for availability analysis.



Mobile

Put vital information literally at salespeople’s fingertips. Let them check rights availability in real time on their mobile devices using SAP Mobile Platform.

Analytics

SAP software powers visual rights availability reporting, capturing in a graph-like format data that would otherwise require multiple windows and much text to describe.

SAP HANA

In-memory computing makes possible exponentially faster analysis of the status of existing rights and content.



Digital Asset Management

Solution Overview

Manage Digital Assets

Capabilities

Benefits

Find and locate assets quickly, get insight into ways to package and reuse content, support any device or channel, and manage all rights consistently.



In today's fast-moving digital economy, successful organizations learn to exploit the power of rich media to get their marketing message and their products and services to the consumer. Such activities generate massive amounts of data, and managing that Big Data is a top challenge for media companies.

SAP software provides rigorous digital asset management functionality to help integrate large volumes of data into the processes that clarify complex choices and support wise decision making. Sophisticated enterprise content management functionality helps cope with compliance as well.



Tracking and Reusing Digital Assets

Solution Overview

Manage Digital Assets

Capabilities

Benefits

Create Rich Media Assets

With functionality for creating rich media assets, companies can capture program information in multiple formats. SAP software also offers some of the industry's strongest metadata management.

Manage Rich Media Assets

Building extensive footage libraries supports content repurposing. Projects integrate with publication-specific workflows, and streamlined content workflows facilitate postproduction and broadcast operations. Reviews and approvals take less time, and processes for standards compliance run more smoothly. The current rights information for digital assets is always visible, and licensing costs for stock images decrease.



Distribute Rich Media Assets

Access to advanced search and frame-accurate browse features and real-time delivery of digital products boost distribution. Companies can also automate fulfillment and syndication and reuse digital media across publications.



Manage Digital Assets Better

Solution Overview

Manage Digital Assets

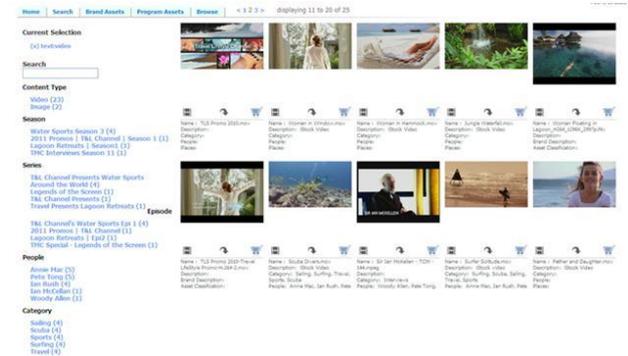
Capabilities

Benefits

Enable shorter time to market; promote higher content reuse rate; and lower new channel set-up costs.

Shorten the time between identification of market opportunity and product launch to significantly increase overall profitability. Faster deal execution means faster realization of revenues.

Empower salespeople with relevant detail at their fingertips so they can make the best deals.



Maximize reuse of content in development of new products to lower costs and raise product profitability.

Better contract administration makes it easier to establish essential new channels in a fast-paced industry. Setting up new channels at reduced costs increases overall return on investment.



Compelling Content Creation Value Map

Solution Overview

Acquire Content

Manage Rights

Manage Digital Assets

Compelling Content Creation

Why SAP?

SAP software addresses key requirements for compelling content creation.



Why SAP?

Solution Overview

Acquire Content

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Compelling Content Creation

Why SAP?

SAP for Media solutions helps media companies run traditional business efficiently and profitably and harness technological innovations to create new compelling value for the digital audience.

Cost-Efficiency Through Integrated Solutions

SAP offers proven solutions that help media companies maintain cost efficiency and margins in traditional business in order to fund innovation in new markets.

Competitive Edge with Breakthrough Innovation

The solution portfolio incorporates the latest innovative technology, including the SAP HANA platform, social analytics, and cloud computing. It helps companies gain share in the new digital market by developing relationships with individual audience members. Media companies can analyze Big Data about user needs and preferences and offer and deliver context-relevant services that the digital audience pays well for.

Delivering Value to the Media Industry for 40 Years

The best-run media enterprises across the industry rely on SAP software to help guide their digital transformation.



Find Out More About How Your Organization Can Become Best-Run

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