vidispine
An Arvato Systems Brand

Avatega
Cross-Platform Rights Management and Scheduling

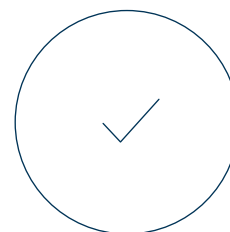### Manage Cross-Platform Rights, Maximize Content Value

In a market where viewers consume programs from a variety of platforms, your content is key. Content types and distribution models evolve rapidly and the complexity of intellectual properties and rights management increases. The new paradigm of content-driven broadcasting goes beyond the capabilities of traditional, linear television media solutions: Premium content – special events, sports, shows, and more – comes with restrictions for distribution platforms, formats, and even language and geographies. At the same time as media companies must handle premium, highly profitable content with special focus, they also have to manage other content with efficient and automated processes.

Multi-Platform Content Scheduling

Media companies make significant investments into content acquisition and must protect and generate value from these assets. Efficient management of content and the associated rights is an imperative. The complex dependencies between linear and non-linear publishing, with multi-platform restrictions, make it difficult to leverage the rights data. In order to execute end-to-end processes efficiently, even automatically, information must be shared in real-time. At the same time, new requirements and changing business models demand flexibility and adaptability.

Avatega supports the entire planning and rights administration process and lets you streamline operations, adapt to changing business needs, and accommodate future growth.

Benefits

- Control the entire content-driven workflow from concept development via budgeting to delivery of playlists or content manifests

- Flexible rights types offer a variety of reusable rights, reduce effort and ease the management of increasingly complex rights

- Maximize utilization while ensuring compliance against excessive usage or under-utilization

- Schedule media content on multiple linear and non-linear platforms within one application

- Automate processes and configure individual workflows

- Increase speed and agility by using Avatega in the Cloud

- Integrate Avatega's easy-to-use application into your existing system landscape

LINEAR NON-LINEAR

AVATEGA –
IPM & MULTI-PLATFORM
MANAGEMENT

INTELLECTUAL PROPERTY
RIGHTS & CONTRACTS
MULTI-PLATFORM SCHEDULING
WORKFLOW DEFINITION
DASHBOARD & REPORTING

MAM
FINANCE
PLAYOUT
CDN
X-MEDIA CAMPAIGN MANAGEMENT

Key Facts

Avatega IPM & Schedule

– Manage multiple dimensions
  of rights parameters

– Flexible rights types

– Avails list for traceability
  and transparency

– Administer multi-platform
  license agreements

– Centralized content library for
  all types of media products

– Compliance checks for program
  rights and distribution limitations

– Extensive scheduling features for Long-
  term, Strategic and Event-level planning

– Manage linear and non-linear
  distribution with a single solution

– Automatic generation of catch-up
  rules triggered by linear scheduling

– Assign physical and digital material
  to multiple platforms

– Integrate with third-party Media
  Asset Management systems, such as
  Arvato Systems' VPMS

Workflow

– Integrated workflow engine
  and decision support

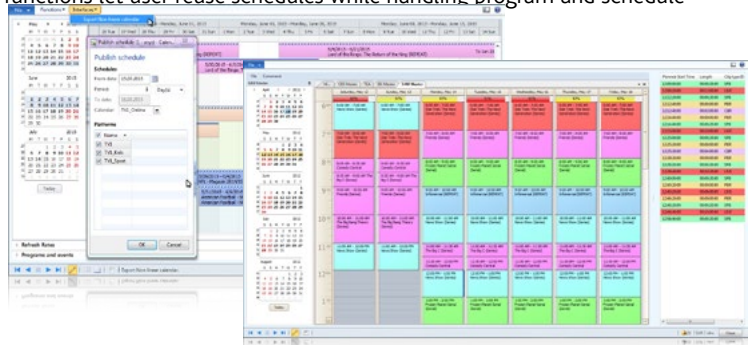– Graphical design tool for setup
  of individual workflows

Configuration, Interface & Integration

– Highly configurable and
  customizable solution

– Integrated administration tool with
  role-based user access rights management

– Integration with Microsoft products
  such as Office, SharePoint, etc.

– Integration with third-party systems
  for Sales, Finance, MAM, Playout, etc.

Integrated Solution for Rights Management - Linear and On Demand

Avatega is a highly accessible system for efficient management of linear and non-linear contractual rights, intellectual properties and content schedules. It drives the entire workflow from content acquisition, through license administration, program planning, and material management, to content distribution while supporting a wide range of on-demand business models. Avatega also tracks related deliverables and financial data.
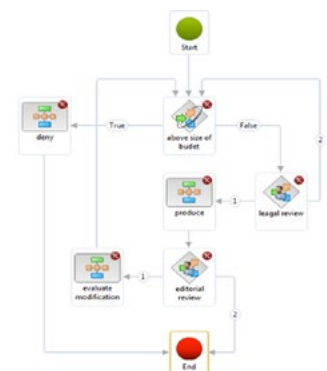
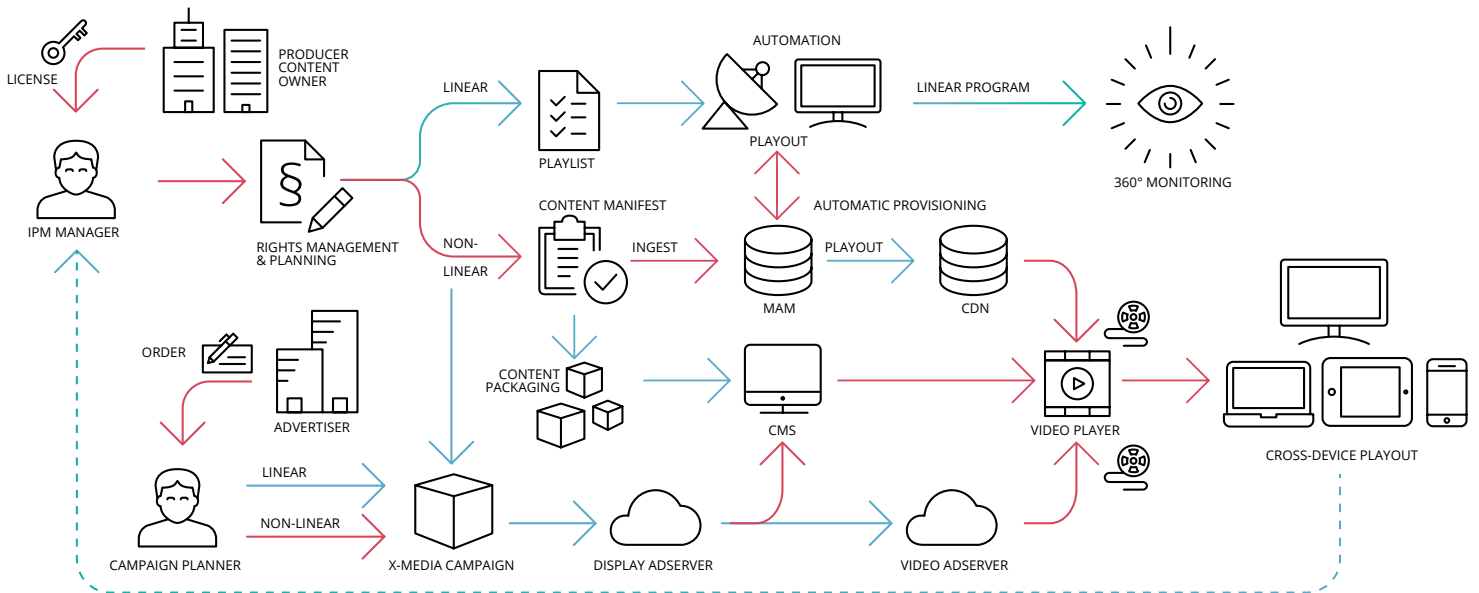Elegant functions let user reuse schedules while handling program and schedule

changes quickly and effectively, even on short notice. The definition of preview and catch-up rules makes it easy to automate the non-linear scheduling process.
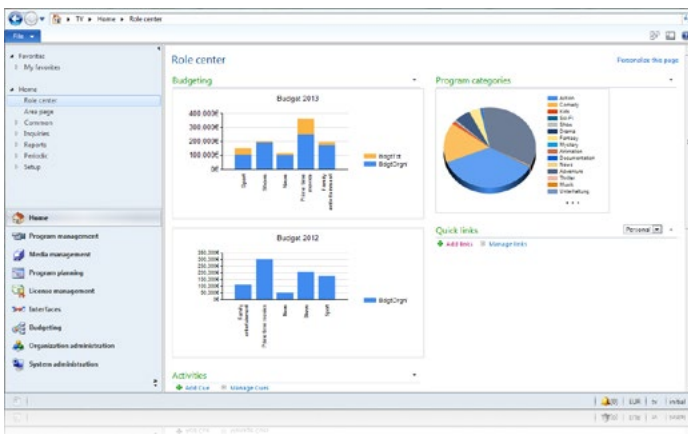
Designed for Media Workflows

Clear workflows help to foster collaboration, communication and accountability. The system offers workflow support and transparent content/rights tracking through all processes from acquisition through license administration, program planning, material management and content distribution.

Dashboard and Reporting

Insight is the key to making the right business decisions. Different user groups require different levels of data and information and reporting skills vary between users. Avatega provides the functionality to prepare predefined dashboards for the regular business user and offers additional, extensive toolsets for super-users to do in-depth analysis on demand.
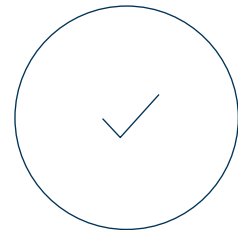

Benefit from Avatega in the Cloud

Avatega is also available in the Cloud. Instead of investing heavily in computing infrastructure, platforms and applications, you can "pay as you go" and consume the computing resources you need and only pay for actual usage. With the SaaS model, you can achieve lower variable costs and there is no need to plan for future infrastructure investments.

Configurability & Customizability is Standard

Avatega is flexible enough to fit individual client needs. It is highly configurable and customers can adjust and adapt features to their specific processes. You many even customize, and develop any functionality yourself with developer access to source code and administrative system configuration.

Business Intelligence

- Integrated & external reporting platforms (native integration with Microsoft SharePoint and Reporting Services)

- Reporting & analysis application-wide and end user specific via native Microsoft Excel Power Pivot integration, SQL Server Report Builder and Avatega Cubes

- Make your own reports and dashboards with Microsoft PowerBI

About Arvato Systems & Vidispine

Global IT specialist Arvato Systems supports major companies through digital transformation. More than 3,000 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support.

Vidispine is a brand of the Arvato Systems Group. The Vidispine portfolio enables companies working with media to focus on their core business by providing easy access to technology that supports their business needs. Our platform enables customers to get the maximum value from their assets, rights, media inventory and market.

As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success.

You have questions, need information or a contact?
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