

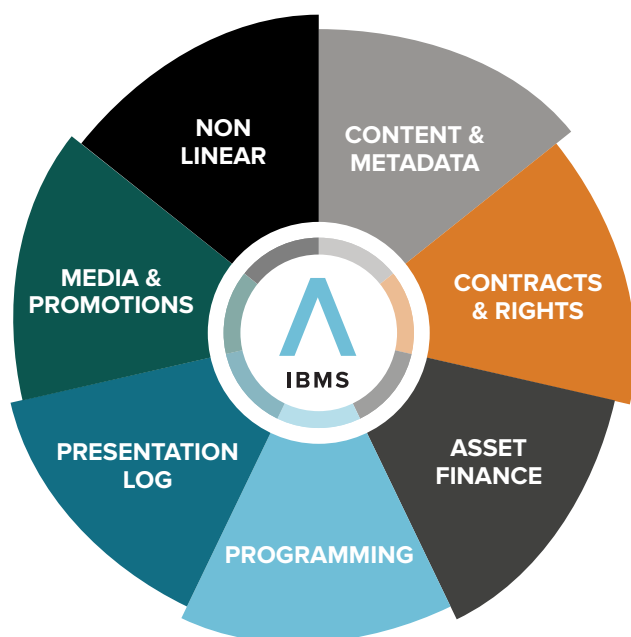


## IBMS CONTENT & RIGHTS

**Content and Rights Management, Programming Linear and Non Linear, Media Management, and Content DNA** supporting end to end processes in a single system with a cross function workflow engine enabling broadcasters and content providers to improve business performance.

### IBMS BUSINESS PROCESS BENEFITS

- **Open Restful API's** allowing fluid connectivity to external systems
- Single repository and record of Assets, Contracts and Rights across all platforms. **Linear and Non Linear**
- Support for Infinite Multi-dimensional capture of **complex Contract Rights and obligations**
- **Manage Asset metadata**, enriched using Open RestfulAPI's
- Support all Content Finance Month End process
- Manage **Multi-platform Programme Schedules** for Linear and Non Linear services
- Efficient Rights exploitation and **Real time Rights enforcement** on consumption
- Full support for **Promotions and Short form content**, Channel Log management and Reconciliation
- **Fully Configurable application security**, Data and Role Segregation
- Workflow engine with **customizable system-wide grids and reports**
- Integration with multiple external playout systems and MAMs
- **Smart Content Evaluator and Analysis**, Content Similarity, Content Buzz, Schedule Analysis



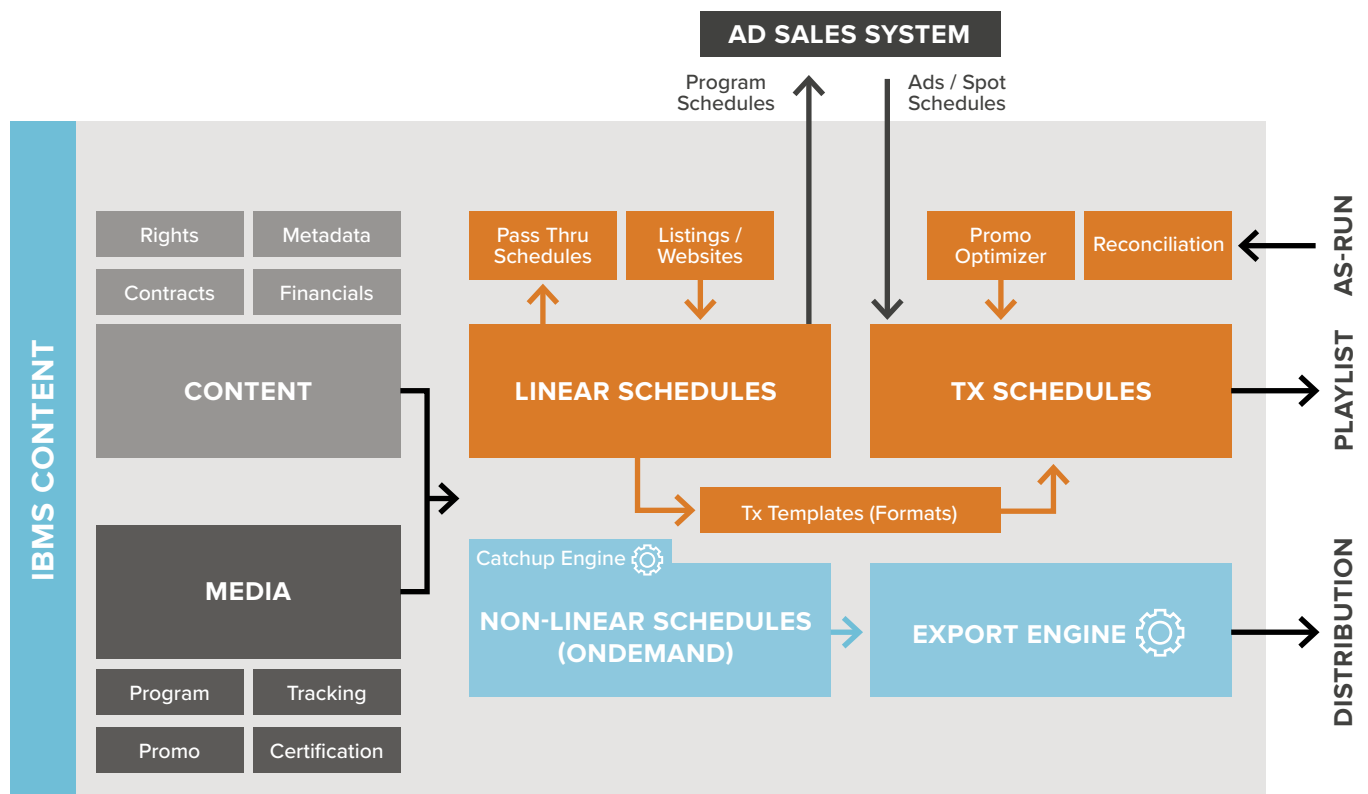
### IBMS

A central database acts as the core for distributing and managing information across the organization



The growth of Content delivery platforms like IPTV, Mobile TV and the Web together with the increasing popularity of on-demand services is helping broadcasters and content providers further engage their audiences and personalize their viewer relationships at the same time increasing the complexity of managing the Content Rights and life cycle for Content providers.

To maximize revenues while complying with contractual and regulatory obligations, broadcasters and content providers need flexible, comprehensive Rights Management, complete Media Management and efficient scheduling of Program and Short form content across growing platforms and screens.



IBMS.Content is a modular and integrated system where each module covers a part of the broadcast and content provider value chain. All modules are seamlessly integrated through efficient and powerful workflow architecture. The core modules are Contracts and Rights Management, Finance, Planning and Scheduling (Linear and Non Linear), Media Management (Media Library, Program Traffic, Editorial, Certification), Promotions, Presentation/Log Generation and Digital Services.