RightsTracker.license

LICENSING MADE SIMPLE

Take Control of Your Licensing

Managing **rights**, **contractual obligations**, and **approvals** for your licenses can be time-consuming and resource-heavy.
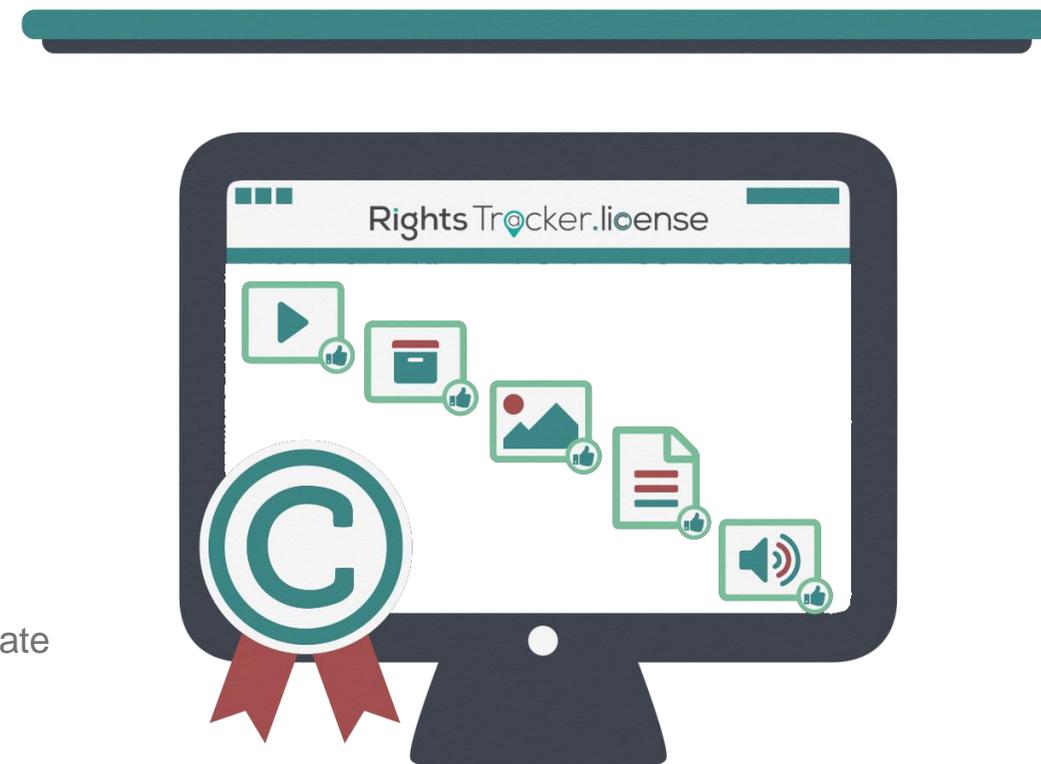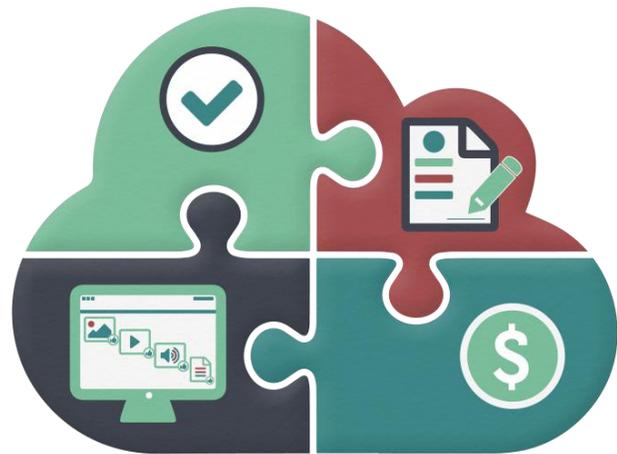
Which is where **Rights Tracker License** comes in.

Rights Tracker License enables any organization efficiently to manage agreements for licensed content, products, videos, images, documents and audio media – all in one place.

With **Rights Tracker License**, you can **quickly** and **securely** be on top of contract and asset inventories, rights availability, product approvals, usage and restrictions. Meanwhile, deep-level reporting, system alerts, notifications and analysis enable you to be on top of your data at all times.

To smooth and automate business workflows and processes, **Rights Tracker License** is also designed to integrate into your existing platforms such as DAMs, finance software, or web portals.

Let **Rights Tracker License** save you time, resources and money by taking care of your rights processes and by providing reliable and professional cloud curation of your licenses.

On Any Device

- ▶ Capture asset and license metadata
- ▶ Build rights templates
- ▶ Capture deal terms for both rights in and out
- ▶ Track usage and availability
- ▶ Manage payment terms and royalties
- ▶ Administer product approvals
- ▶ Receive license alerts and notifications
- ▶ Measure analytics in real time
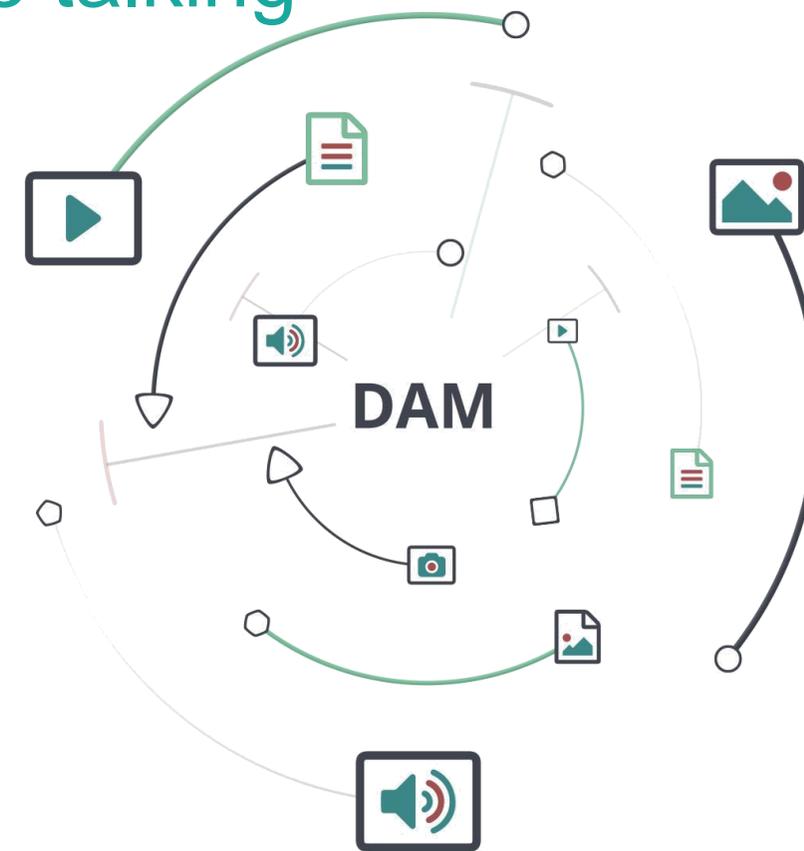- ▶ Integrate into other platforms

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Any Time, Any Where

▶ From brand owners to agencies, broadcasters to publishers, the system is flexibly designed to work for any business vertical on any device.

▶ As well as managing your licenses, Rights Tracker License can also store your contracts as well as your media assets themselves within Microsoft's secure Azure network. This means that your content, contracts, rights, reports and analytics are accessible to you at any time.

Use the **APIs** and let Rights Tracker License do the talking

- ▶ A RESTful, comprehensive API makes it easy to add sophisticated rights management to any web-based system.

- ▶ Bring your own security, including SSO, if required.

- ▶ Available as a cloud-based web service or as a private cloud.

- ▶ Direct support from a highly experienced technical team who can even develop new and additional methods to the API should you need them.

DAM

What is the Rights Tracker License API?

The Rights Tracker License API is the first turnkey engine for rights management that can add sophisticated rights management capabilities into any system.

So, for example, you can track rights for all your assets in your media management system, front-end licensing portal, CRM software, or broadcast playout platform.

The API is highly configurable, enabling the creation of rights elements that can address any particular rights contract or situation, from content acquisition to contributor rights, and from to sales licenses to usage restrictions.

And it doesn't matter what those rights are – brands, consumer products, sport, TV and film, licensing, music, publishing, software - even ideas can be managed.

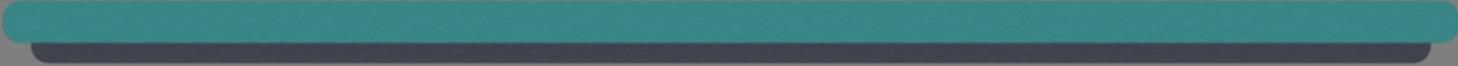# Why should you use the Rights Tracker License API?

Quite simply, it adds another dimension to your existing systems.

It's one thing to be able to access images, videos, music, documents, illustrations and so on - but do you know how you can use them?

The Rights Tracker License API will tell you.

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rights made simple

Contact us now

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