



FADDEL[®] LICENSING
RIGHTS
ROYALTIES

BAPLA DAM WEBINAR

May 2022

Expanding Ecosystem Puts Demands On All Types of Companies

Industry

- Consumer Goods
- Luxury/Fashion
- Publishing (Digital)
- Gaming
- Digital Content Licensing
- Pharma
- High Tech
- Entertainment



Geographic Expansion

- North America
- United Kingdom
- Western Europe

Asset Management

- Digital Rights Management
- Image & Video Tracking
- Brand Compliance



Channel Expansion

- Marketing Agencies
- System Integrators
- Technology Partners

CHALLENGES FOR DAMS AND ASSET MANAGERS



Easy Access to Content

With multiple media suppliers as well as owned, created, and commissioned content how do you make content easy to access, find and use?



Intuitive Searchability

Do you pull your hair out finding the images you need when you need them? Is metadata often missing or less helpful than you would like? What if you could search for visual attributes?



Visibility into Rights

Do all of your DAM users know when, where, and how all assets can be used before downloading them?



Copyright & Brand Compliance

How do you protect the use of your brand assets, product packaging, marketing content and advertising before and after a campaign is live?

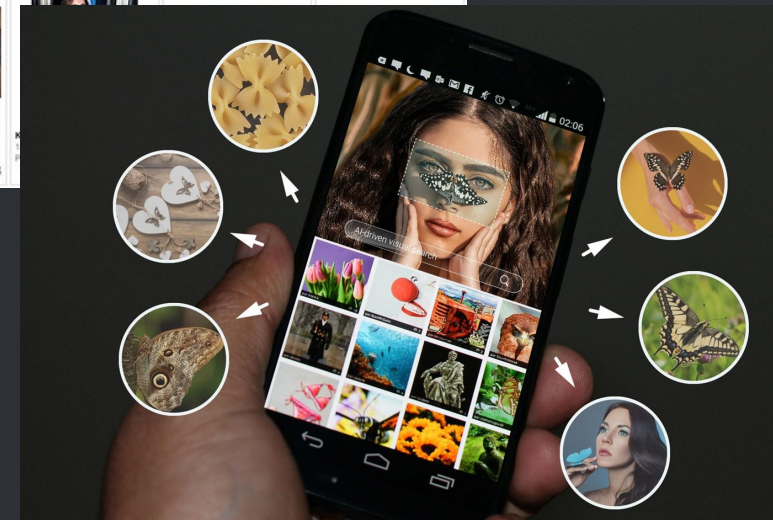
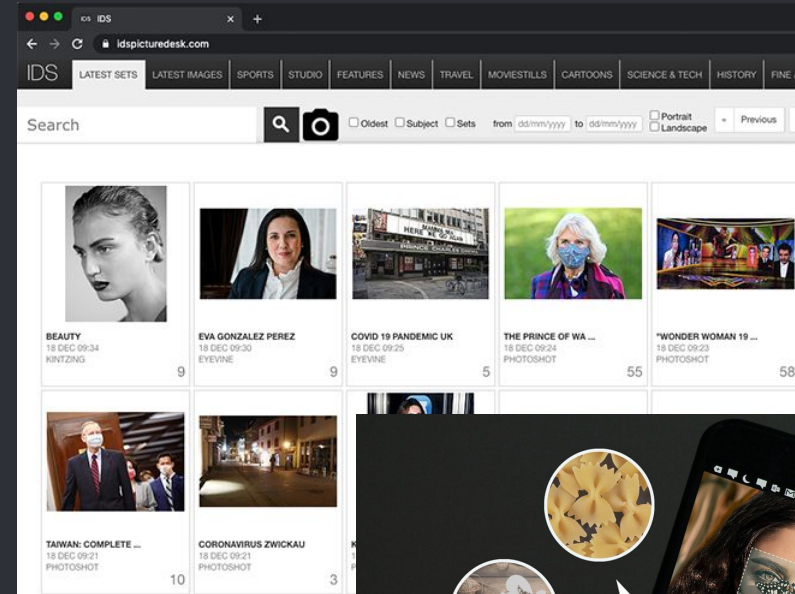


Expired Content

Are you able track published assets across websites in order to monitor for expired content that require a takedown?

CONTENT ACCESS & SEARCHABILITY

- If you subscribe to multiple image suppliers consolidate the feeds into one aggregate repository in order to cut down on duplicate searches or heavy infrastructure costs
- Create a single source storage for those assets along with your in-house picture libraries, commissioned images, and general corporate content
- Eliminate reliance on metadata. Leverage AI and visual searches to pinpoint desired content within seconds



THE NIGHTMARE OF DECIPHERING CONTENT RIGHTS

Talent Agreement for Child Model

- North America, Digital, All of 2018
- No Alcohol or Tobacco in Spot

Talent Agreement for the Adult Model

- UK, Digital, June 2018
- France, Print, June – Aug 2018
- North America, Print, All of 2018

Getty Images Stock Agency License

- Asia, Social Media, June 2018
- Europe, Social Media, Sep 2018
- North America, Print, All of 2018

Voiceover License Agreement

- All Territories, Digital, All of 2018

Location Release

- North America, Print, 2018-2019

Director Talent Agreement

- UK, Digital, June 2018
- France, Print, June – Aug 2018
- North America, Print, All of 2018

Brand License Agreement for Product Placement

- North America, Print, 2018-2019

Master Use License for Song Rights

- All Territories, Digital, All of 2018



COMPLIANCE ACROSS THE CONTENT WORKFLOW

