



“Managing contracts electronically across a shared database is much easier than sifting through Word files to extract the important rights information.”

“Lifetime Gets Handle on Rights: Channel Installing RSG System to Manage Contracts, Maximize Content Use” *Television Week*

RightsLogic®, born out of 20 years of entertainment industry experience, is a suite of five integrated modules dedicated to tracking media assets and their associated financials from inception to final use. A comprehensive end-to-end system, RightsLogic manages the entire rights value chain to extract maximum value from your media assets.

Utilizing intelligent workflow functions, RightsLogic presents actionable information to the right people at the right time across different divisions. With RightsLogic, executives can reduce risk, minimize cost, manage cash flow, and facilitate entry into new markets and platforms. RightsLogic supports the following:

Acquisitions

Capture and manage all acquired programming contract deal terms.

Original Productions

Track and manage the entire original development process including various deal types, element rights, production accounting, and backend participation.

Licensing

Manage the entire process of licensing out your intellectual property and media assets.

Program Planning

Search the asset library intelligently, create programming grids and scenarios across multiple platforms, and validate rights availability.

Finance

Amortize assets, handle payments, manage expenses, plan cash flow, maximize revenue, and target expenses.



RSG Media Systems, LLC

14 East 38th Street, New York, NY 10016 • 646.839.4151 • sales@rsgsystems.com • www.rsgmediasystems.com

RightsLogic Asset Maintenance

Asset Maintenance provides a centralized repository to store the metadata associated with your media assets whether they are series, one-ups, episodes, a piece of music, or a clip. The other RightsLogic modules access title information from this centralized location ensuring data consistency and eliminating duplicate work. These data points are searchable throughout the application.

RightsLogic Rights-In

Rights-In synthesizes and distills deal information for acquired and original content. Rights are defined for all assets down to the element level and each piece of music, picture, or news clip is tracked and can be associated with multiple titles. Deal terms are captured for every asset, in a consistent way, enabling your Legal, Programming, Sales, and Finance departments to run reports, work more efficiently, and optimally utilize content. With integrated, yet configurable workflow, Rights-In ensures that the appropriate personnel are fully aware of key events such as option renewal windows and payments due in or out.

RightsLogic Rights-Out

Having an up-to-date asset library with multidimensional rights definitions permits you to enter new markets by licensing out available content for use over under exploited channels. Perhaps your network lacks a presence in the Spanish language market; Rights-Out enables you to license the Spanish language rights to your titles to another network. Or, there is an opportunity to license a program to an aggregator who distributes content over mobile devices. Reporting permits you to mine your inventory, view the rights available and any restrictions such as element expirations. Full deal management and workflow functions facilitate contract creation. Conflict checking ensures that you are licensing rights that are available.

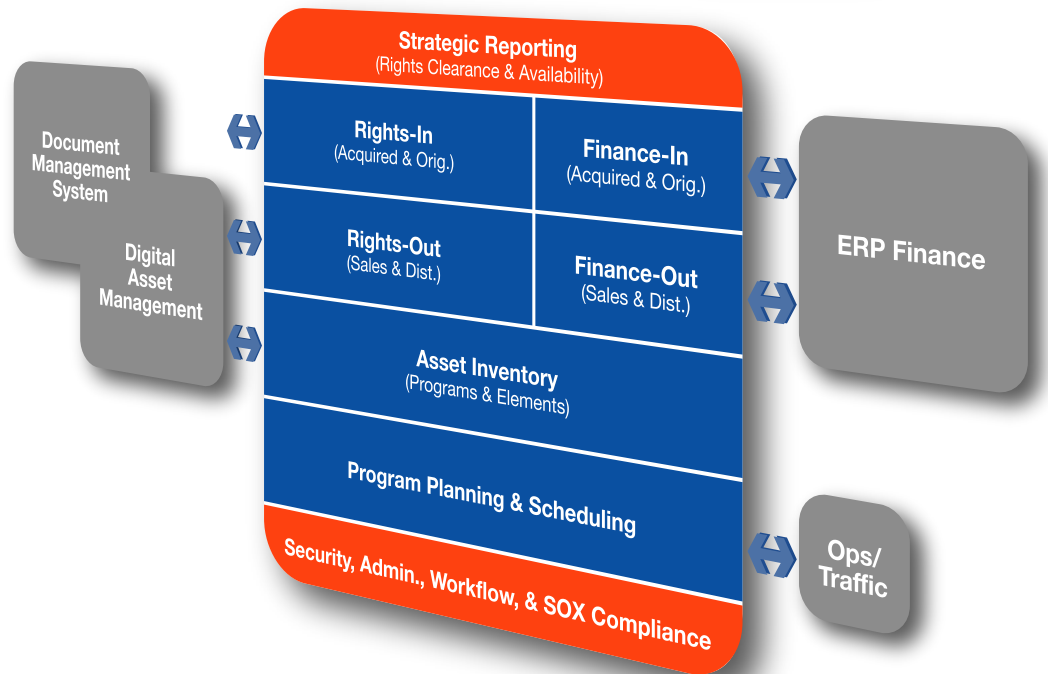
RightsLogic Finance

Production and acquisition accounting can be cumbersome. When deals are published or amended, the Finance department is prompted to apply rules to licensing amounts to create amortization and payment schedules. Amortization and assets may be allocated to multiple divisions and over different windows. When criteria are met, remind the rights personnel at the right time about payments that are due, dramatically improving productivity across your business departments.

RightsLogic Program Planning & Scheduling

Clearly, there is an art to scheduling. But beyond putting pencil to paper there are now tools available to help your personnel optimize the lineup. Search your asset library using any combination of genre, director, actor, license period, number of exhibitions remaining, and your business-specific custom criteria, and drag and drop the correct version of the title onto the grid. Create multiple what-if scenarios per network and platform for linear and non-linear programming. Before publishing your final schedule to your traffic system, validate it to determine if any of the licenses have expired and to ensure that you have exhibition rights.

Prevent illegal runs and eliminate risk of legal exposure. A full array of formatting options and the ability to print and export the schedule permits each network to maintain its current day-to-day process. View the ratings for each run to determine the best time of day or date to air the program. Take a look at a competitor's lineup while you plan. Click through titles on the grid to view full contractual details. Full integration with your traffic system ensures seamless communication of the schedule out to the control room for airing, all without re-keying program information.



About RSG Media Systems, LLC. Our Mission

RSG Media Systems creates software products for the media & entertainment industry. We provide our clients with tools to work efficiently across different divisions in an unprecedented manner. We simplify business processes and provide executives with better information to make better decisions. We leverage nearly 20 years in the industry to discern and implement industry best practices. And, most important, we increase our clients' profit by reducing costs, improving efficiency, and growing revenues.



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