



RSG Media & Prime Focus Technologies Join Forces to Streamline the Digital Supply Chain to Enable Content Monetization and Delivery

NEW YORK, NY (March 31, 2015) – RSG Media, creator of the dominant media business rights management system, RightsLogic® and Prime Focus Technologies, creators of the world's first Media ERP Suite, CLEAR™ today announced a technology partnership integrating their flagship products. The joint solution will simplify and streamline the efforts of content owners by automating the digital supply chain and maximizing monetization of their content.

As content programmers seek to grow their digital revenues by taking advantage of the increasing number of new platforms available to them, they are faced with a time consuming and expensive process, filled with an ever changing variety of requirements, formats and standards. Combining the benefits of RightsLogic and CLEAR, guarantees seamless digitization of the entire content supply chain, but more importantly, it offers a high impact solution not currently offered in the market.

With its cloud-based infrastructure and flexible deployment model, this solution enables not only large enterprise media distributors to extract immediate value, but smaller networks and content distributors too.

RightsLogic helps programmers view their content rights catalogue in real-time. It determines which media assets they can use, when, and how (e.g. distribution methods, territories, consumer devices, languages, formats). It lets them plan and schedule content more efficiently, and handles financial planning & analysis including amortization, royalties, and payment processing. RightsLogic packages all the usage, revenue, and royalty information into at-a-glance dashboards and customizable reports.

CLEAR is the world's first hybrid cloud-enabled Media ERP Suite. It consists of 5 modules – MAM, Broadcast, Operations, Production and Distribution Cloud. CLEAR **Distribution Cloud** helps screen content, integrates with rights and sales order systems and tracks fulfilment of these sales contracts. It manages the process of validation of rights & content avails for the booked contracts and smartly creates orders for missing media along with generating orders and tracking shipments for the serving departments automatically.

“Managing and optimizing the digital supply chain can be daunting and costly for organizations,” said Mukesh Sehgal President and CEO of RSG Media. “By pre-integrating RightsLogic with CLEAR, we’ve taken the burden off of our customers while lowering their costs. Our joint solution already has a proven track record, therefore potential clients know it will work seamlessly for them as well.”

“Newer windows, more outlets, increasing volume and multiple geographies make servicing and governance around distribution process rather complex. There is a need for automation to aid faster go-to-market, reduce costs and enhance monetization opportunities” said Ramki Sankaranarayanan, Founder and CEO of PFT. “This can be only achieved by connecting business and operations seamlessly and that’s exactly what our partnership with RSG Media will achieve – a true end-to-end Distribution offering.”

“It’s exciting when two EIDR members come together with a strategic integration,” said EIDR Executive Director Don Dulchinos. “The real payoff for EIDR usage is business and operational efficiencies, leveraging the broad international ecosystem that has coalesced around the standard EIDR identifier.”



About RSG Media

The world's leading media and entertainment companies use RSG Media's expertise and software to maximize revenues from their content and advertising inventories. RSG Media's RightsLogic is the dominant media business rights management system; it lets content owners and distributors, gaming companies, IP licensors, and sports leagues manage and report on the content lifecycle, including acquisitions, sales, planning and scheduling, and associated financials. RSG Media's order-to-cash ad sales systems help clients plan and manage deals across all platforms quickly and easily. Their AdVant yield optimization suite uses advanced mathematics to optimize proposals, flighting, logs, and promos, significantly lowering liabilities while generating new revenues. They are headquartered in New York, with offices in London, Delhi, and Mumbai.

For more information about RSG Media, visit RSGMedia.com

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. CLEAR™, their award-winning Hybrid Cloud technology-enabled Media ERP Suite and Cloud Media Services help broadcasters, studios, brands, sports and digital organizations drive creative enablement, enhance ecosystem efficiencies and sustainability, reduce cost and realize new monetization opportunities.

In April 2014, PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies®. Prime Focus is listed on the NSE and BSE in India.

For more information about PFT, visit primefocustechnologies.com

For more information on these solutions or other products, please contact Matt Klepac, Creative Marketing and Design Director, RSG Media at 646.839.4207 and/or T Shobhana, Global Head, Marketing and Communications at t.shobhana@primefocus.com