

@ightsline[®]
A DIVISION OF CMS INC

Know your rights[®]

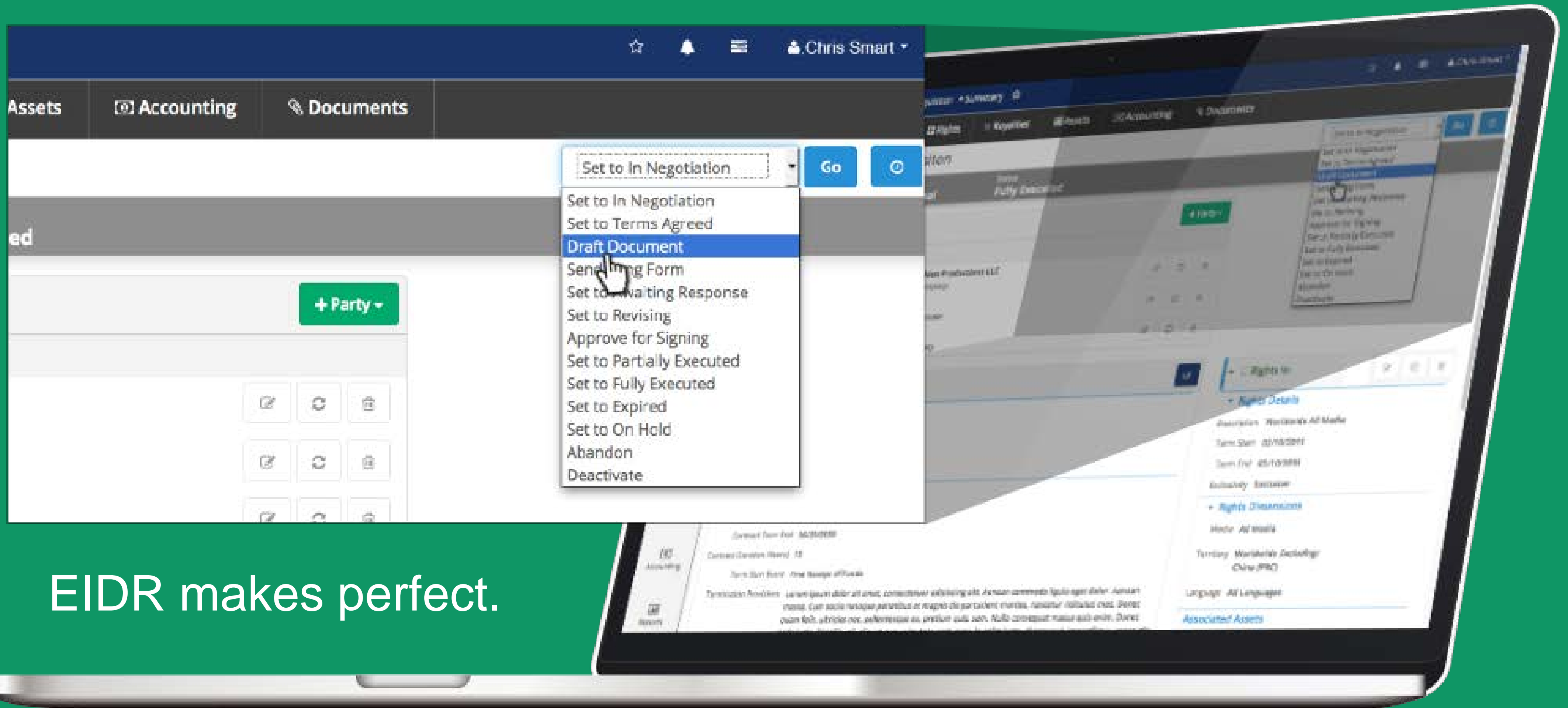


□ EIDR Has a role in your rights management



the starring role.

□ From Draft to Delivery



EIDR makes perfect.



Deal is done to acquire content for Broadcast
Content producer sends a whole bunch of files



But there are multiple numbering schemes
So assets are hard to identify automatically



Routine confusion & broadcast delays ensue
Which are labor intensive and potentially costly



GO!

You need to get Quick Turn avails to that broadcaster so people can buy episodes.



What started as a contract to distribute content, for EST and VOD RIGHTS, has now been facilitated by the connection of EIDR assets.



WHOA!

Without EIDR the turn may not be so quick.



Don't be ridiculous.



What will you do with all your free time?



It's the only solution that
adds intelligence to your
intellectual property.