

TCS Enterprise Rights Management Solution

Communications, Media & Technology



With a rapidly burgeoning content library and increased proliferation of digital distribution channels, content producers, distributors, and broadcasters are facing challenges in managing rights. Due to the intricacies of the digital market, procurement and legal teams often have to deal with complex contracts covering convoluted royalty provisions, leading to longer time-to-market. Moreover, the lack of analytics capabilities and poor visibility into assets and their rights affects content monetization, leading to loss of revenue.

Tata Consultancy Services' (TCS') Enterprise Rights Management Solution helps media companies and broadcasters effectively manage rights across linear and non-linear channels. Based on years of experience of engaging with multi-national media houses, TCS has developed a global template that allows enterprises to standardize their contract structures to suit specific business requirements. It offers greater visibility into how assets are being used by closely integrating rights-in and rights-out processes, boosting revenue potential.

Overview

Existing enterprise rights management systems have evolved over time to deal with the expanding content repository; however, they are not flexible enough to adapt to changing business models. Limited visibility into rights availability across platforms, territories, and languages, and complex, time-consuming rights management processes lead to poor turnaround time, affecting revenue potential. These home grown systems also depend highly on manual intervention for conducting rights availability analysis, reducing workforce productivity. In addition, these systems expose media companies to higher legal risk – in case content for which rights have expired is broadcasted due to human error. Further, there is a lack of effective integration with peripheral business systems, leading to data inconsistencies and low operational transparency.

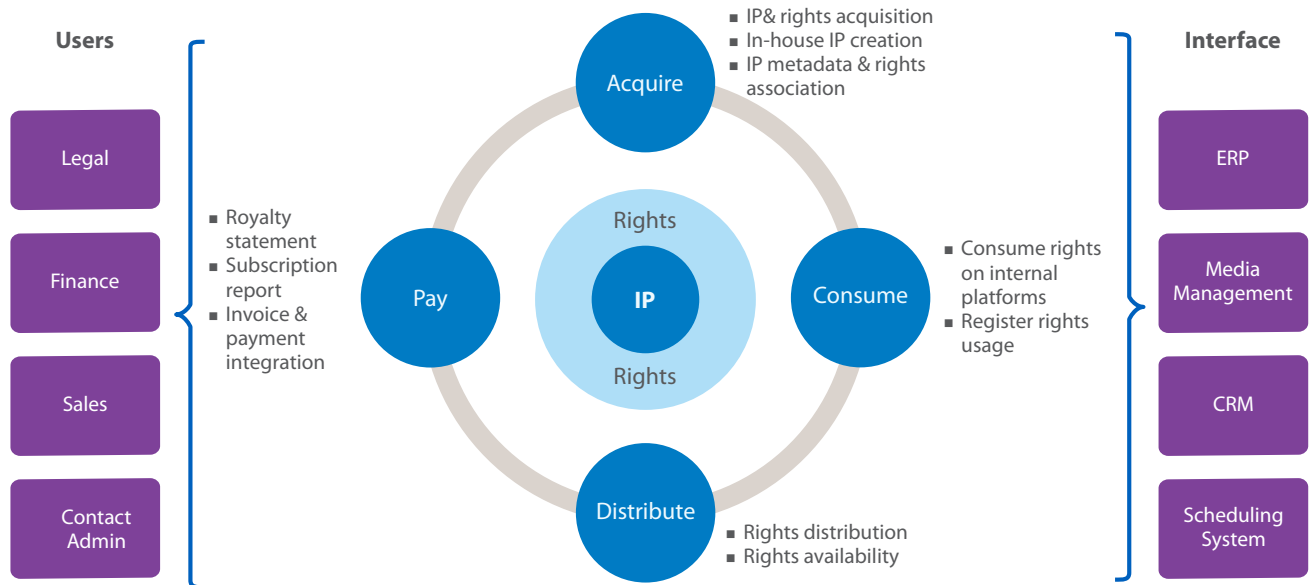
TCS' Enterprise Rights Management Solution automates workflows across the end-to-end media and entertainment value chain, from content tracking to rights management and usage tracking, in order to boost operational efficiency. It provides greater visibility into asset return on investment (ROI) with integrated upstream and downstream processes, thereby improving content monetization and helping business users perform real-time analytics on rights and revenue data. Moreover, TERMS reduces legal risk by driving process standardization and automation and eliminating human error, and improves data security through a multi-level security mechanism.

Our Solution

Key modules of the solution are:

- **Customer and Vendor Management:** Provides access to information such as hierarchy, multiple addresses, corresponding contacts, and financial status of business partners.
- **Product Management:** Stores and manages detailed business and technical content metadata for episodic, non-episodic, elemental, and package products, and helps identify corresponding contracts and financial status.
- **Rights-in:** Streamlines the acquisition workflow and mandates that the contracts are in the correct language, and include details of vendors, products, rights, distribution, and financial data.
- **Rights-out:** Simplifies sales workflows, enhancing your capability to manage complex rights dimensions, and verifies the accuracy of sales contract data.
- **Usage Management:** Facilitates internal and external usage tracking.
- **Finance Management:** Enables financial monitoring of acquisition and sales contracts.
- **Avails:** Validates the availability of product's rights in real-time before executing a contract.
- **Royalty:** Performs complex royalty calculations based on configurable revenue- and cost-based rules.
- **Subscription:** Employs a subscription tracking mechanism for maintenance of channel carriage deals and subscription management deals.

An Overview of TCS' Enterprise Rights Management Solution



Benefits

With TCS' Enterprise Rights Management Solution, you can reap the following benefits:



- **Minimized Time-to-Market:** Improve scheduling speed for new content by allowing users to quickly validate license status.



- **Enhanced Asset Visibility:** Enable a clear demarcation of revenues being accrued from each asset, improving revenue recognition, and gaining deeper insight into asset ROI. Manage upstream and downstream information centrally to generate a common set of reports and perform deep analytics.



- **Greater Operational Efficiency:** Digitize and automate rights management processes across the media value chain, reducing manual effort and making the system less prone to errors



- **Reduced Legal Risk:** Track the number of licenses acquired and sold, in order to accurately assess the availability, and make data-driven decisions. Bolster compliance reporting capabilities with real-time alerts indicating non-compliant license types.

The TCS Advantage

By partnering with TCS, you can leverage the following differentiators:

- **Domain Expertise:** We have over a decade long proven experience of working with leading global media companies to deliver technology transformation programs, in turn allowing us to enrich our domain knowledge, hone our competencies, and built cutting-edge proprietary solutions.
- **Future-ready Solution:** Our solution is scalable, easy to implement, and highly customizable to your specific business needs. It can be deployed on-premise or on cloud infrastructure, providing you flexibility in terms of financing your enterprise rights management system. The solution is built on open-source technology that is cost-effective and allows you to incorporate enhancements in line with changing business requirements.

Awards & Recognition



To know more

Visit the [Communications, Media & Technology](#) page on [tcs.com](#)

Email: global.cmi@tcs.com

Blog: [Next Gen CMI](#)

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](#)

IT Services Business Solutions Consulting

All content / information present here is the exclusive property of Tata Consultancy Services Limited (TCS). The content / information contained here is correct at the time of publishing. No material from here may be copied, modified, reproduced, republished, uploaded, transmitted, posted or distributed in any form without prior written permission from TCS. Unauthorized use of the content / information appearing here may violate copyright, trademark and other applicable laws, and could result in criminal or civil penalties.

Copyright © 2017 Tata Consultancy Services Limited