Revedia Digital

Efficiently manage, analyze, and monetize distributor data

Organizations licensing video content to OTT and other digital platforms have innovated their business models to include many revenue streams, including ad-supported, direct-to-consumer, and subscription-based. However, the tools and processes used to track the data necessary to maximize revenue were not built for such a level of complexity. This makes an organization's data ecosystem an obstacle instead of an automated framework that enables smart business decisions and fully monetized content.

Challenge

Content owners distributing digital content face significant barriers to efficiency and growth.

Disjointed workflows
Finance, compliance, and content licensing teams have difficulty collaborating when data and processes are scattered across multiple systems.

Content performance
Content owners often lack adequate tooling to track, compare, and valuate the titles in their library per platform or distributor, which obscures ROI.

Complex royalties
New distribution partnership models involve more sophisticated revenue share calculations than the simple subscriber count-based rates of the past.

Data normalization
Insights are difficult to mine from numerous, diverse data sets. Incomplete or outdated data and mixed ingest and storage standards prevent meaningful analysis and quality insights.

Distributor visibility
Self-reported, non-standardized distributor data is difficult to aggregate, track, analyze, and reconcile – putting accurate revenue recognition in jeopardy.

Legacy systems
Manual process, outdated and on-premise technology, and costly training and maintenance expenses can quickly erode productivity and profit.

Agreement compliance
Validating distribution partner performance is a burdensome process involving the verification of multiple rates, terms, and contracts.

SymphonyAI
MEDIA

Solution

The Revedia platform's industry-leading revenue management capabilities give content owners the power to efficiently and accurately track licensed content performance across every digital platform. Content licensors use Revedia to expedite workflows and make intelligent, data-driven business decisions around cash flow, agreement terms, distribution strategy, and revenue maximization. Revedia enables you to:

> Automate end-to-end workflows for multiple teams
> Support existing and new distribution models
> Valuate content in your library
> Negotiate the most favorable deal terms
> Track distributor compliance and revenue performance
> Calculate and invoice distributor royalty payouts
> Efficiently manage complex data and metadata
> Securely manage agreement documents and approvals
> Easily integrate with existing systems

Capabilities

Revedia's revenue management features are developed by experienced industry professionals and data science experts to make the most painful steps of your workflow feel effortless. Powerful functionality and data intelligence are accessible to every authorized user in your organization for streamlined end-to-end revenue management.

Workflow automation:

Eliminate the need for disjointed tools and legacy solutions. Automate repetitive tasks to refocus on strategic work.

> Instantly verify revenue data including payments, subscriber counts, content views, and transactions
> Automatically calculate revenue shares and royalties you're owed
> Pinpoint sources of revenue leakage like underpayment, miscalculations, and manual errors
> Expedite billing and invoicing, payment processing, and collections with taxes and multiple currencies built in
> Trigger key event reminders and schedule actions based on your organization's accounting cycles, payment terms, account aging, and more

Content analysis:

Know the value and ROI of your content library to optimize distribution, platform selection, and revenue models and find new opportunities.

> Track consumer transactions in real time for AVOD, TVOD, SVOD, FAST, EST, and other DTC models
> Measure engagement KPIs like viewing time, run time, and regional reach
> Segment and group data by genre, series, platform, distributor, and region
> Manage events and promotions and correlate to revenue generated
> Integrate programmer, distributor, and content data in a single system
> Accommodate complex metadata such as multiple content IDs per title
> Forecast demand, views, audience growth, and platform performance

Reporting:

Track every aspect of your financial performance in a single cloud location.

> Use pre-made templates or customize and save your own for future use
> Instantly create dynamic visualizations to support data analysis
> Filter by details including date, distributor, region, title, and series
> Generate common reports on demand (cash, accruals, accounting close, A/R, A/P)
> Reflect changing variables such as rate adjustments in real time
> Produce historic, comparative, trend, and forecast analysis

Agreement management:

Assure compliance and accurate revenue recognition and detect anomalies that can result in revenue leakage.

> Centralize agreement documents and control user access
> Instantly search and find terms, contacts, clauses, and key information
> Streamline contract review and approval in one location
> Map agreements to multiple entities
> Segment agreements by criteria such as distributor and date
> Track renewals and key dates, and get alerts when they draw near
> Auto-populate the Revedia platform with billing and rate data

Data normalization:

Streamline siloed, disparate data from existing internal system and third-party sources without relying on manual input.

> Programmatically ingest critical licensing data (e.g. rates, terms, pricing)
> Standardize diverse data sets, fields, and formats without manual data entry
> Integrate with systems such as general ledger for real-time data sync
> Accommodate varying distributor report formats and data fields

Enterprise security:

Protect your most valuable, sensitive data and control user access with advanced security features.

> Secure, cloud-based data storage
> Enterprise grade data encryption
> Granular user-based access roles
> Fully SOC compliant

Benefits

Revenue growth
Gain insight into new market opportunities, pricing models, and promotional strategies that generate the highest profit and fastest growth.

Efficiency
Organizations that upgrade to Revedia improve efficiency by an average of 3x and regularly reduce the time required to execute repetitive tasks by 40%.

Distributor transparency
Monitor, verify, and compare performance for every distributor to ensure your partnerships yield the maximum revenue for content you own.

Distribution reach
Uncover the optimal mix of platforms, partnerships, revenue models, and content to win and keep your share of viewers.

Cash flow
Accelerate collections, detect revenue leakage, and make intelligent resourcing decisions based on accurate data and projections.

Accuracy
Maintain a single source of truth and mitigate manual errors with end-to-end automation on a single platform.

Scalability
Easily adapt to new data and business models on a flexible cloud platform, stress-tested to handle complex revenue streams at high volume.

Future-proofing
New features and upgrades are regularly deployed from the cloud to bring you the latest, greatest functionality without disrupting business.

Deployment
Revedia is a multi-tenant SaaS solution for efficient, hassle-free adoption and use. Our proven onboarding process assures efficient transition from prior systems.

Tested and proven

100M
Subscribers managed annually

$36B
Revenue processed annually

1500+
Global distributor relationships

30+
Years of industry experience