

Benefits of Revenue Management Services

The financial management and reporting for traditional cable and satellite license fees and VOD fees paid to cable programming companies has changed dramatically, due to industry consolidation, channel bundling, expansion of geographies, and the proliferation of new electronic sell-through and OTT distribution models. Cable network distribution agreements are complex and new digital and broadband revenue streams are now growth drivers for the cable networks. To manage this increased complexity and serve the myriad of internal stakeholders, affiliate finance departments have had to expand, requiring more people, specialized skills, software and management attention. This is costly.

“ Symphony MediaAI is a trusted advisor to our team, assisting with the management of our retransmission consent agreements and revenues. They have been a great partner in collecting and tracking key components of our revenue stream. Their software platform, reporting, and team members have been exceptional.

Roger Williams, Allen Media Broadcasting, ABM

Because of these changes, cable programmers have turned to outside partners to manage affiliate finance functions. In doing this, cable programmers can more efficiently and economically manage their data, reduce employee management risks, re-purpose internal staff, and focus on strategic industry changes. An outside partner can help cable programmers realize significant benefits in three key areas:

Cost Control



Labor Cost Savings

The elimination of data entry and management staff yields significant savings and permits



Software License Fee

Symphony MediaAI's Revedia software is part of RMS. This eliminates the need for additional software or other related expenses such as training or IT.



“Hidden” Labor Cost Savings

Symphony MediaAI's highly trained, always-on team eliminates expenses related to:

- Attrition, PTO, vacation, absence
- Training, re-training (industry, job, software)
- New employee search, hiring, on-boarding
- Overhead charges to your Department

Full Service

Symphony MediaAI performs all monthly administrative tasks and provides you with a software interface to track subscribers and revenue down to the cable system level for any service, any region and any MVPD, with reporting available to you 24x7

- › Monthly administration of all license fee revenue agreements, payments and data
- › Monthly processing of all remittances down to the system level
- › Full agreement compliance measurement and monitoring
- › Agreement grid management
- › Month-end accounting close process including the optional delivery of a file into your GL software
- › All billing and invoicing of active distribution MVPD agreements
- › Aging and collections management
- › Full documentation of all adjustment detail 24x7 access to data
- › Fully trained, dedicated team assigned to your account
- › Executive summary reporting for C-level staff
- › Direct access to your Symphony MediaAI account team

Value Addition

Symphony MediaAI manages the affiliate finance function for more than 30 broadcasters and cable networks, including more than 4,000 payments processed per month, covering more than 4,200 agreements. As a result, clients benefit from Symphony MediaAI's experience and best practices.

Real-time agreement compliance management

- Real-time, updated data on cable sub counts, subscriber types, and cable system configurations
- Real-time agreement grid management

Use of resources

Valuable staff expense is best applied to higher-value, revenue generating tasks such as digital, sales, and analytics instead of data entry, collections, or troubleshooting. At the same time, the cost to manage license fees remains stable and predictable.

Future-proofing

As payments, consumption and agreements get more complex, Symphony MediaAI adds this expertise to its services. We stay on the leading edge of data and reporting so you don't have to.

MVPD performance management system

- Identification of agreement violations
- Identification and notification of all payment discrepancies, errors and other issues
- 24x7 access to your data on Revedia.com

Collections and troubleshooting

- Expert identification of reporting anomalies (i.e.: which are likely only a monthly anomaly vs. a true error requiring correction)
- Reduction in friction in troubleshooting with MVPDs, who benefit from working with a centralized, expert intermediary