

Revedia Revenue Management for Linear Distribution

Efficiently manage, analyze, and monetize distributor data

Organizations licensing video content to linear distributors face a complex set of challenges. In addition to the familiar difficulty of managing revenue from traditional cable, broadcast, and over-the-air licensees, new models such as FAST and vMVPDs are transforming every aspect of licensing. Most tools and processes are simply not equipped to handle the new reality, leading licensors to lose revenue, time, and resources to cumbersome data ecosystems.

86%
Of licensees
underpay licensors

Challenge

Content owners that license to linear platforms today face significant barriers to efficiency and their ability to adapt quickly.

Consumer trends – As audience habits shift to digital, content owners must adapt their offerings to secure viewers and generate new revenue streams.

Legacy systems – Manual process, outdated and on-premise technology, and costly training and maintenance expenses can quickly erode productivity and profit.

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

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

Signal management – Network operations and other on-premise resources lack the flexibility to deal with launches, drops, blackouts, piracy, and live feeds.

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

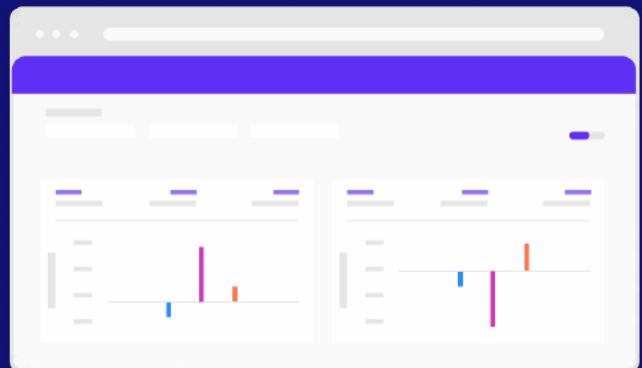
Agreement compliance – Validating distribution partner performance is a burdensome process involving the verification of multiple rates, terms, and contracts.

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 Incomplete or outdated data and mixed ingest and storage standards prevent meaningful analysis and quality insights.

Solution

The Revedia platform's industry-leading revenue management capabilities give content owners the power to efficiently and accurately track licensed content performance across traditional linear and emerging distribution platforms. 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 current and future distribution models
- > Calculate (v)MVPD and affiliate royalties
- > Negotiate the most favorable deal terms
- > Track distributor compliance and revenue performance
- > 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 your licensing teams back 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

- **Signal management:** Manage and track receivers from a remote, secure platform for immediate access during planned or unplanned events.
 - Instantly turn headend receivers on and off without relying on on-premise resources
 - Automatically detect piracy and unauthorized carriage to prevent revenue loss
 - Automate inventory management and control access by region, affiliate, and other criteria you define
 - Maintain a referenceable record of IRD and headend data, subscriber numbers, service levels, and key contacts
 - Redundant architecture prevents signal drops and mis-authorizations due to a single point of failure
 - Integrate NOC, carriage, subscriber, and agreement data and search signal data for complete visibility at all times

- **Reporting:** Track every aspect of your financial performance in a single cloud location. Easily understand and share what's going on in the business with premade templates or custom reports.
 - 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 MVPD 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 systems 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



Reach us to discuss how Revedia can optimize your data to improve revenue performance.

symphonymedia.com/demo | info@symphonymedia.com