

Rights Life-Cycle Management



Optimize Rights and Mitigate Copyright Liabilities!

Publishers > Licensors > Rights Agencies **Automate Rights Acquisition, Management & Licensing!**

Transform and consolidate your Contracts and Rights assets into a unified database... streamline rights acquisition and boost rights licensing – at top level and “content chunks”

Digi-EXpress® (RLC)... Rights Life-Cycle Management

- **SaaS Cloud-Solution...** reliable, trusted platform with over 500,000 licensing transactions world-wide!
- **Patented...** Business Methods e-Commerce Rights Solution
 - For Publishers, Rightsholders and Copyright Agencies
 - Ideal for Republication Licenses / Reprints / Subscriptions
 - Facilitates Sublicensing, Territorial and Translation Rights
- **Mobile access...** anytime, anywhere on iPad, Android or Desktop
- **Stand-alone or integrated with your back-office systems**
- **License NOW!** Without investment in Hardware, Software, and IT



Your Benefit: Boost Productivity, Increase Rights Sales, Mitigate Copyright Liabilities!

see Demo at www.digi-express.com
or call 248-636-4117



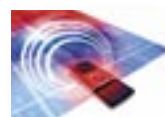
Patented Technology: Manage Rights Assets... License Content... Automate Licenses... Mitigate Risks!



Manage Rights Inventory
Monetizes Rights Inventory and tracks usage rights... so you only license the Rights available!



On-line Sales & Pricing
Speed cash flow with on-line sales and automated pricing and billing



Electronic Interfaces
1-click connects with team members to collaborate on projects and minimize meetings



Help Desk
Expert help is available when you need it... for technical support and outsourcing assistance



Management Dashboard
View rights inventory, orders, quotes and sales; create license documents and royalty schedules



Mitigate Copyright Risks
Digital license documents are created with conforming rights and exceptions... minimizing risks!

Features & Benefits



**Publishers, Licensors and Rights Agencies...
License rights and create a Profit Center... streamline
workflows and reduce labor-intensive tasks**

**Digi-EXPress® patented cloud-based Rights Sales
Management... automates your Rights-In and Rights-Out
with streamlined workflow processes, automated pricing,
automated license creation and sales tracking!**

Rights Agencies:

- Organize and centralize all contracts and rights into a centralized relational database
- Import content and meta-data automatically from client datafeeds
- Link your storefront to client's content page for instant sales!
- SEO friendly – Enables rapid content search within the portal and Google, Bing and others... to price and buy content rights!
- Flexible... provides for manual overrides for customized quotes

Publishers:

- Centralize your contracts, rights and licenses into a unified database to increase rights sales... and mitigate risks
- Monetize, reuse and relicense your top level and content chunks, including text, images, photos, video and audio licensing
- Increase sales of company owned and licensed content
- Integrates with rights inventory with automatic alerts and follow-ups
- Set available 'Rights' and pricing rules for automating sales

Benefits:

- **An Affordable Rights Sales Management Solution!**
- **Monetize Rights and Maximize Sales... No sales commissions to pay!***
- **No investment in Hardware, Software, Programming and IT Support**
- **SaaS Cloud Solution... so you can start now!**



What Industry Leaders say...

"Recognizing the critical needs publishers have for managing rights... Digi-EXPress® Cloud offers seamless technology and professional services to meet and exceed the needs of Rights Management professionals."

VP, Global Content and Media Production,
Global Publisher

"Everybody is trying to figure out how to monetize whatever they have. It's what a lot of people call chunks,"

VP Publisher

"50% of all publishers—and even the big ones—don't have a digitized contract file. They've got contracts filed in paper files somewhere."

BISG "Making Information Pay" conference

"In the online publishing world, every transaction is a rights transaction."

BISG, CCC Survey of Publishers

* Under Certain License Agreements



Digi Dashboard

Your Digital Hub...
Monetize & Sell Rights,
Connect with Buyers
& License On-line!



e-Commerce Rights Sales



**Publish your content to Private Branded Licensing Portal...
or enable your existing website to take Rights orders!**

**Uses state-of-the-art secure shopping cart technology – with
automated rights configuration, pricing and on-line ordering!**



Sample Rights Store - Product Page

License Express
powered by **digi-Rights**

HOME | IMPRINTS | CONTACT US

SOCIAL MEDIA: THE NEW HYBRID ELEMENT OF THE PROMOTION MIX

SOCIAL MEDIA: THE NEW HYBRID ELEMENT OF THE PROMOTION MIX
Business Horizons, Volume 52, Issue 4, July-August 2009, Pages 357-385 W/ Glynis Mengott, David J. Faulstich

The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them.

\$100.00

MEDIA FORMAT

- Print + Digital (+\$25.00)
- Print Only
- Digital Only (+\$15.00)
- Print + Digital (+\$25.00)

LICENSE TYPE
Republishing License

INTENDED USE
Current Product / 1 Edition

MEDIA FORMAT
Print

TERRITORY
North American Rights

LANGUAGE
ENG - English

TERM LIMITS
1 Year Limit

SPECIAL REQUESTS

Request for Quote

Qty: 1 **ADD TO CART**

1-click Adds to Cart

- Prices Content Item
- Creates Automated License
- Calculates Royalties
- Fulfills Orders

1-click Posts to Social Media

- Recommend to Associates

Selectable License Configuration

- Top level or Content Chunks
- Text Excerpts, Images, Videos, Audio
- License Type
- Media Format
- Territory
- Language
- Term Limits
- Intended Use
- Other attributes – for Reprints and Special Requests

Digi Dynamic Pricing

- Prices automatically change as user selects Rights and Media

Quotation Option

- RFO Module Enables Special Requests for Rights Quotation

Rights Sales Management features

- License Top level or Content Chunks: Text Excerpts, Images, Photos, Video and Audio
- Monetize and Automatically price content based on selected Rights variants and user profile
- Fully featured Cart with 'Wishlist', Volume Discounts, Promo Coupons and Request for Quote
- Checkout with leading payment gateways, including Authorize.Net, PayPal, Barclay Card ePDO, more...
- Maintains Inventory of licenses, royalties, sales metrics, more...
- Link and license directly from your website and connect with Global Rights Portals and Enterprise Systems

e-Commerce Rights Tracking



DRDL – Digi Rights Definition Language – Tracks Content

Accelerate sales and re-use of your granular content – text excerpts, images, photos, logos, video clips, audio, etc., using automated processes!

- **Automates pricing** – selectable rights variants automatically price for instant sale
- **Mitigates copyright liabilities** – through content tracking at ‘granular level’
- **Tracks license inventory and royalties** – providing detailed audit trail
- **Boosts efficiencies** – streamlines processes
- **Automates sales** – uses advanced shopping cart technology with payment by credit card payment, check or purchase order
- **Automates reprint orders** – selects reprints by type, quantity and quality
- **Request for Quote** – enables special orders and quotes for unlisted content

Digi-Rights® RSM... Speed-up Licensing of Digital Rights... and Mitigate Liabilities!



Desktop and Mobile
Access your Rights Portal from both Desktop and Mobile devices for 24/7 availability



Streamlines Workflow
Content chunks are assigned a Rights Profile with ‘tiered’ pricing to eliminate manual tasks



Process Sales Electronically
1-click automates orders, processes payment, and creates a license agreement



Flexible Pricing
Enables special pricing for volume discounts, preferred accounts and promo specials



SEO Optimized
All catalog items are searchable on leading search engines... increasing discovery of your content



Connect to Social Media
Buyers can post comments on Social Media to broaden your exposure to Global markets... thereby increasing sales!



Easy-View ‘Oversight’
Manage all Rights from a central Dashboard from your PC, Mac, iPad or Tablet – and enter items anywhere, with ‘Cloud’ Storage



Live Chat
Optional chat connects directly with our sales agents or your sales agents to boost point-of-purchase sales



Add to Wishlist
Place items in Cart or Wishlist for purchasing at a later date...Ideal for lightbox or quotes needing prior approval



Pro-License (option)
Optional Support – provides license sales and help in negotiating rights deals internationally!



Connect Globally
Expand your global reach by connecting and publishing rights to other global portals



Expand Sales Globally
License content rights to Global Markets... increasing sales for Authors and Publishers!