



# MONETIZING THE DIGITAL WORLD

One STOREFRONT at a Time

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# WE ARE PREMIERE

THE JOURNEY FROM OPERATING TO BUILDING



## FROM MEDIA SERVICING



- Media Services
- Distribution & Aggregation
- 700+ Digital Retailers
- 835+ Content Owners

## TO INTERNAL SOLUTIONS



- Standardized Processes
- Streamlined Workflows
- End to End Supply Chain Visibility
- On-Prem, Cloud & Hybrid

## TO SAAS PRODUCT



- Launched in 2013
- Clients: Major Studios & Top Platforms
- 7 billion data points stored
- 20+ Key Retailers & 130+ territories

# DIGITAL LANDSCAPE

## INDUSTRY SHIFTS & NEW OPERATIONS

### NEW FORMATS & SPECS



Competitive marketplace with similar offerings



Audio



Video

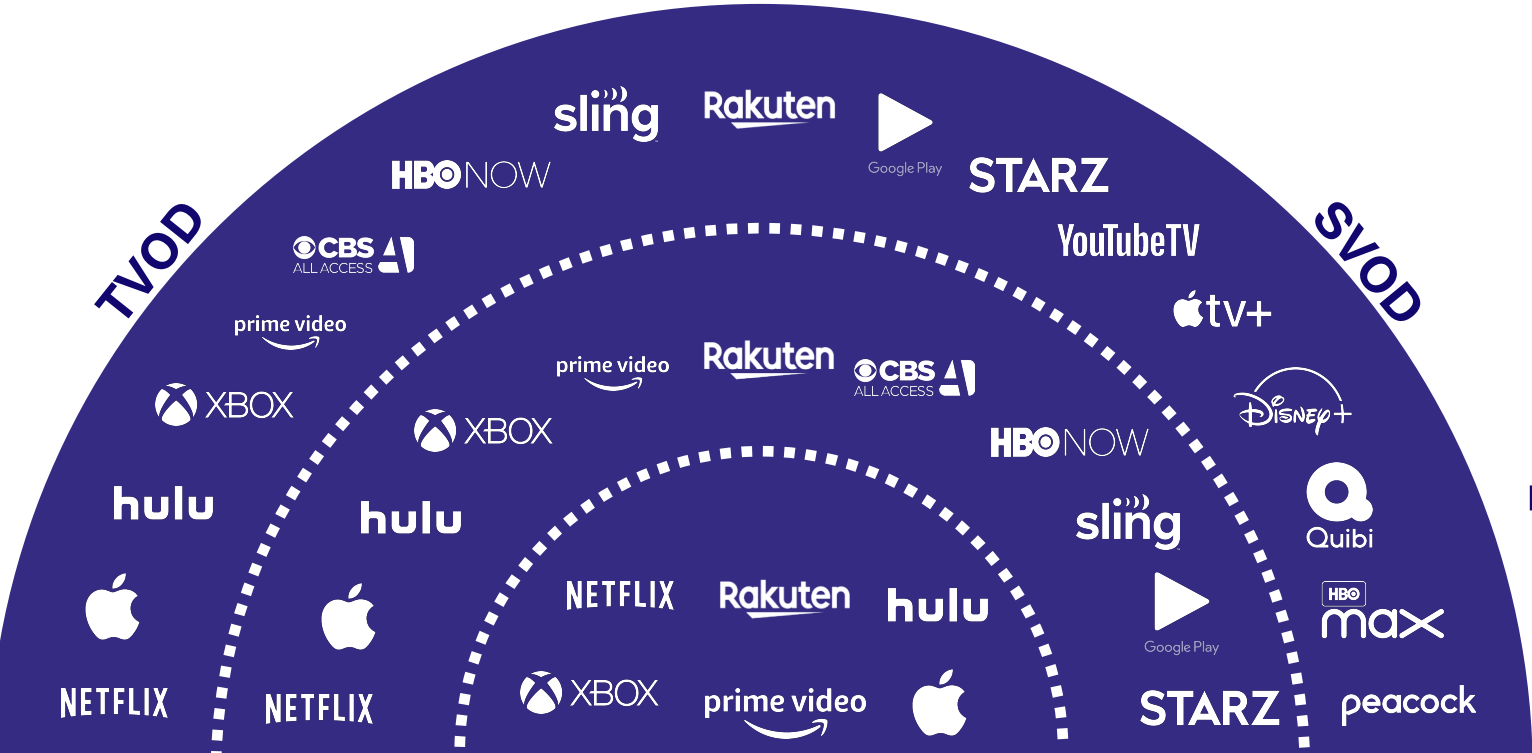


Avail

### AVOD



Manual processes & disparate systems



Massive treasure trove of unmined data

Price conscious, informed consumers

New formats & methodologies

No uniformity in tracking data and content

# STOREFRONT™

THE WORLD'S MOST POWERFUL SAAS PLATFORM FOR TITLE MANAGEMENT



## CLOUD BASED SOLUTION



- Self-sufficient, fast, **efficient**
- No IT support required
- Simple, centralized interface

## DATA DRIVEN DECISIONS



- Industry and competitor intelligence
- **Accurate** performance tracking
- Title verification and auditing

## GLOBAL MONETIZATION



- Highly scalable
- Global **visibility** to digital catalog
- **Localized** metadata views



# PVOD USERS

PROTECT YOUR FIRST WINDOW REVENUE



## CHALLENGE

Varying strategies for global blockbuster releases on digital premium rental

## GOALS

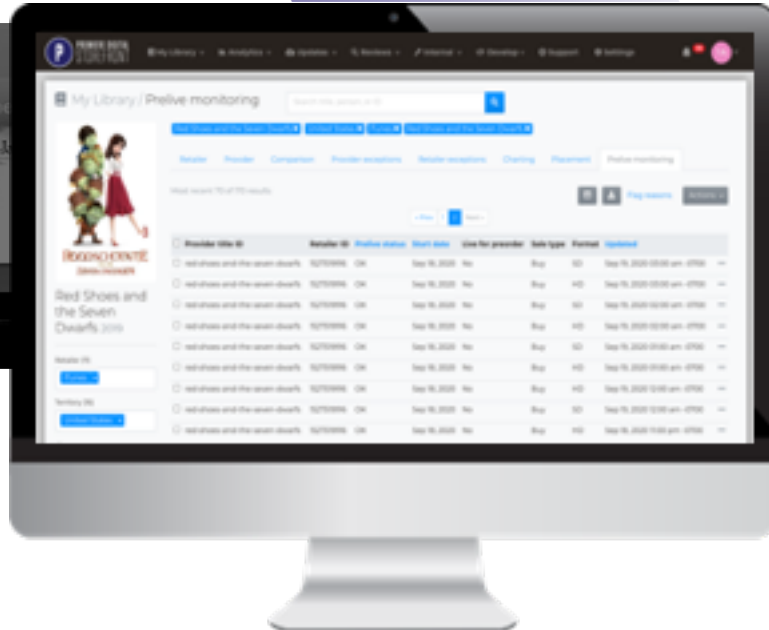
- Drive digital revenue to compensate for low/no box-office (closed theaters)
- Support & accommodate unique PVOD strategies

## STOREFRONT FEATURES

- Pre-live title monitoring & charting across 12+ platforms worldwide
- 2.2 million+ hourly or daily updates

## RESULTS

- Revenue protection from “go live early” piracy and unavailable titles with immediate notifications
- Enable studios to monetize transactional revenue (\$150 million+ worldwide rentals)



# DATA USER

GAIN A LEG UP ON THE COMPETITION



## CHALLENGE

Diversify catalog and leverage data in a competitive and demanding marketplace

## GOALS

- Counter biased valuation provided with available industry data
- Assess competitor offerings and strategy

## STOREFRONT FEATURES

- Title availability, charting and placement data (Competitive Search & Filter)
- Consolidated interface with 5+ years data history

## RESULTS

- Determine high performing content to negotiate deals, acquisitions and pricing
- Develop flexible pricing strategies for New Release and Catalogue content



# AUTOMATED USER

IT'S A 1 – 2 STEP



## CHALLENGE

Streamline complicated, labor-intensive process of executing TPRs and improve profitability



## GOALS

- Reduce time, complexity and resources
- Eliminate guesswork on optimal price

## STOREFRONT FEATURES

- Competitive price gap analysis to inform TPR tiers
- Automated price changes “in bulk,” cascaded by tier (Promotion Engine)

## RESULTS

- Instantaneous TPR execution across Europe on key catalog segments
- Improved platform relationships by reducing process steps by 66%

# CURRENT PROMOTIONS

MULTI-STEP, MANUAL PROCESS



## MINIMAL EFFORT, MAXIMUM GAIN



# POWER USER

THE ALL YOU CAN EAT BUFFET



## CHALLENGE

Global Day & Date on EST & VOD  
Verify valuable feature placement  
Eliminate manual digital promotion workflows

## GOALS

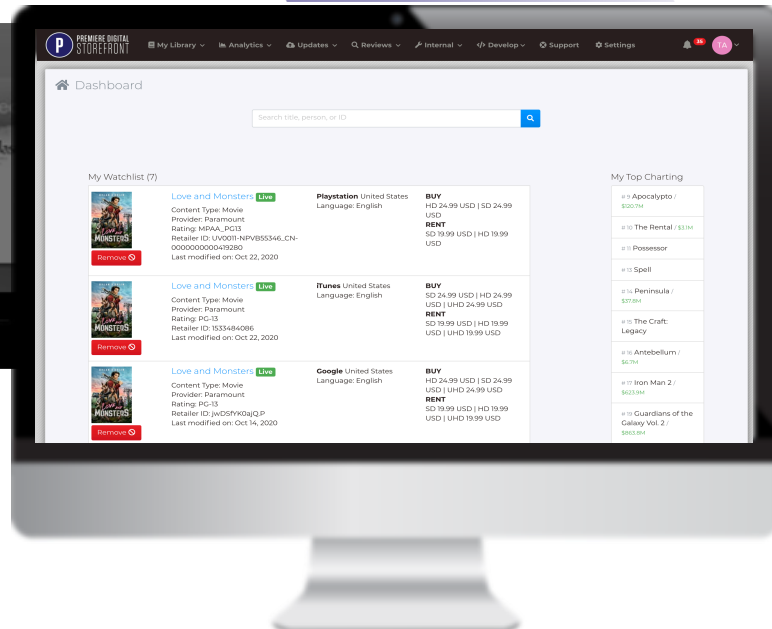
- Global Day & Date availability on EST & VOD
- Enforce global agreement data
- Allocate time and resources toward strategy

## STOREFRONT FEATURES

- Exceptions: Availability & Price Validation
- Feature Placement Monitoring
- Automated TPRs

## RESULTS

- Incremental revenue for new release/library sale
- 100% Platform Compliance
- Double the promotions in half the time
- Implemented across







# THANK YOU

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