**GIANT PICTURES is the leading digital aggregator committed to empowering rights holders to own their distribution.**

- With offices in New York and Los Angeles, we distribute movies and TV content across the VOD and FAST channels ecosystem
- We bridge the gap between technology and content, working with some of the most exclusive names in streaming video

# WHAT WE DO

## App creation, linear & VOD feeds, content licensing and advertising monetization

Roku Channel — Preferred Aggregator

pluto tv — Preferred Delivery Vendor

tubi — Preferred Aggregator

XUMO — Preferred Aggregator

LG · TCL · VIZIO · PLEX · IMDb TV · local now

XIAOMI · struum · rad. · DistroTV · SAMSUNG

amazon fire · tv · android

HOW WE DO IT

# GIANT PICTURES offers a unique value proposition to our clients:

We cash flow so there is **no upfront cost** for the content owner

Fully **customizable**, modular suite of services

Data **transparency** – if we get it, you can have it

**Licensing opportunities** to 30+ major TVOD/EST, AVOD & SVOD platforms

Expertise in **marketing**, both on and off-platform

# Case Study - Giant Pictures

## Making avails available

## The Challenge/Goal:

Giant wanted a solution that properly read territory and streaming rights to ensure that avails presented to each buyer were in fact available for licensing; which would then trigger avails creation and title preparation. Expansion also meant reaching more countries and platforms, and increasing the number of titles on Giant's slate each month. They needed detailed information on title performance and market demand – essential to both evaluate potential interest from streaming platforms and/or create compelling programming strategies that presented a strong, curated package of films for buyers.

## Solutions:

**The Whip Media Exchange**

*"Whip Media Exchange presents great opportunities to sell content to a variety of domestic and international buyers. Having access to Demand Score is truly a game changer."*

*Emily Hamilton*
*Distribution & Sales Manager*

## ROI/Value Achieved:

- Leverage Demand Score insights to predict title performance based on key demographics, content attributes, audience engagement and real-world viewing behavior.
- Surface new opportunities and improve ROI with smarter deals that showcase, curated relevant packages tailored to each buyer on a global scale.
- Orchestrate rights management by knowing that each buyer is reviewing films that are available for licensing by region, platform and window.
- Improve avails management with the auto-avail feature to automate avails creation and quickly prepare titles for multiple buyers.


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