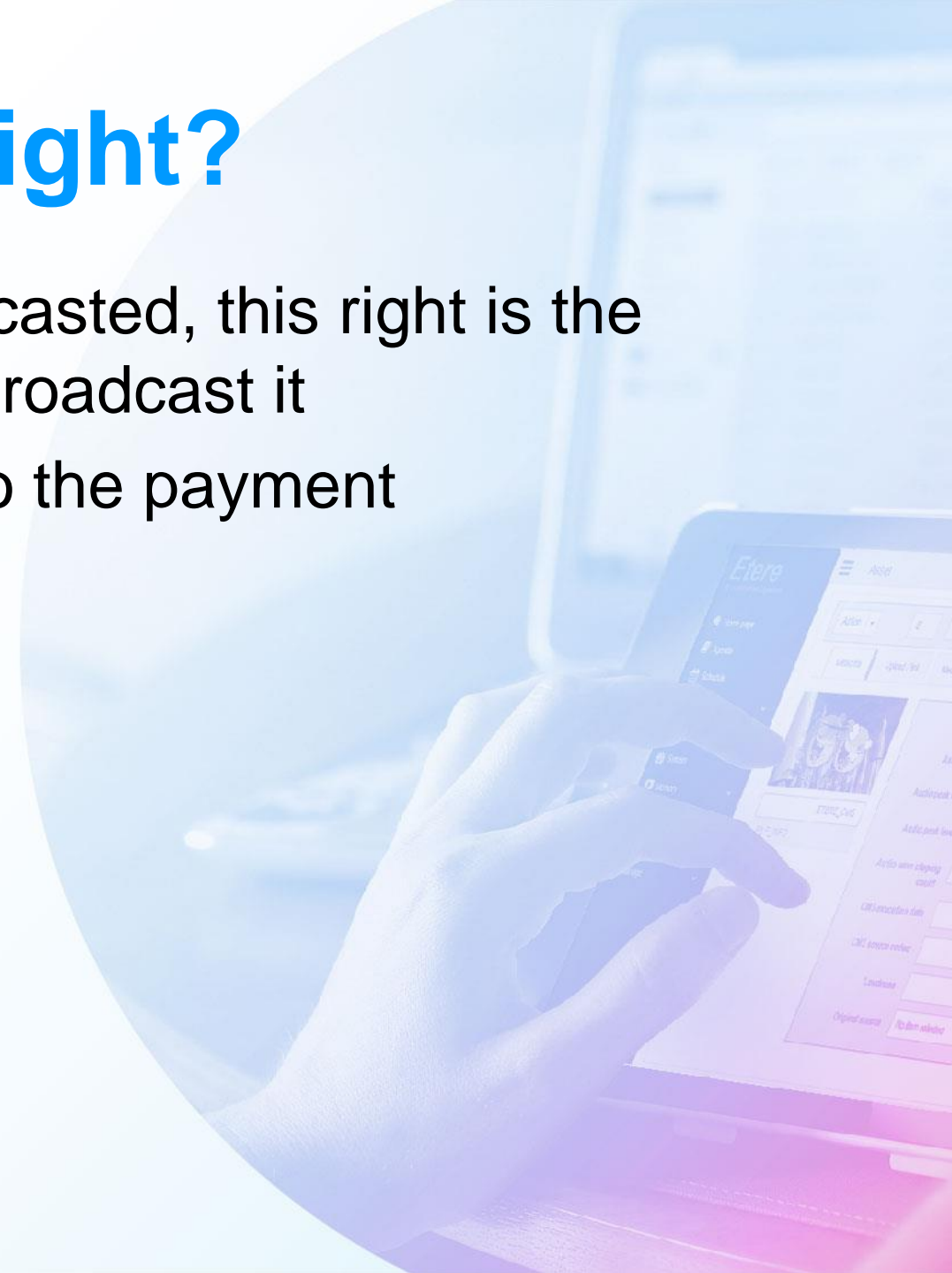


Rights Management



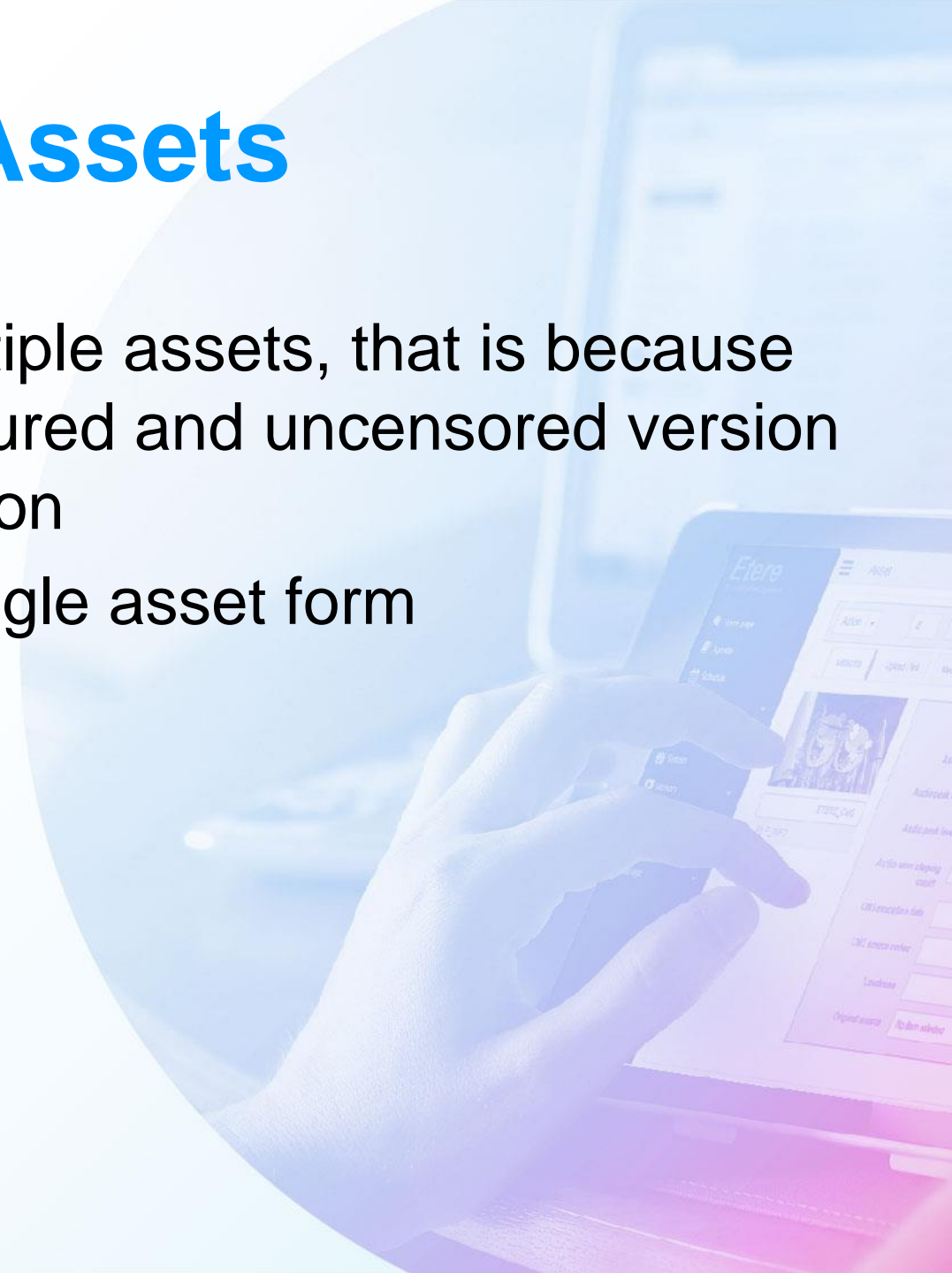
What is a Right?

- Each content has a right to be broadcasted, this right is the authorization code to schedule and broadcast it
- Also it stores all the info connected to the payment



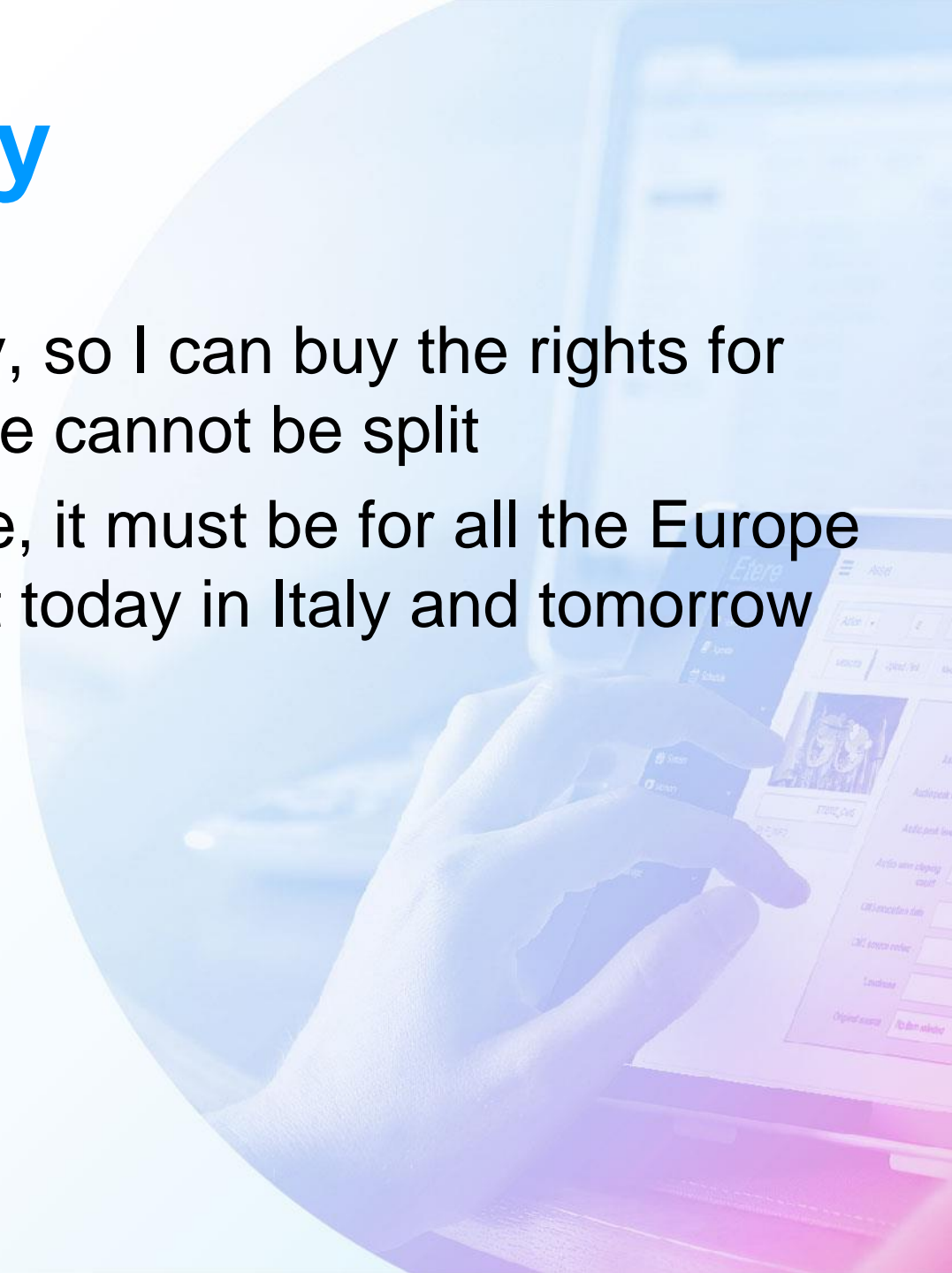
Rights and Assets

- One right is common to one or multiple assets, that is because the right could be the same for censored and uncensored version Or for subtitled and unsubtitled version
- So the right cannot be linked to a single asset form



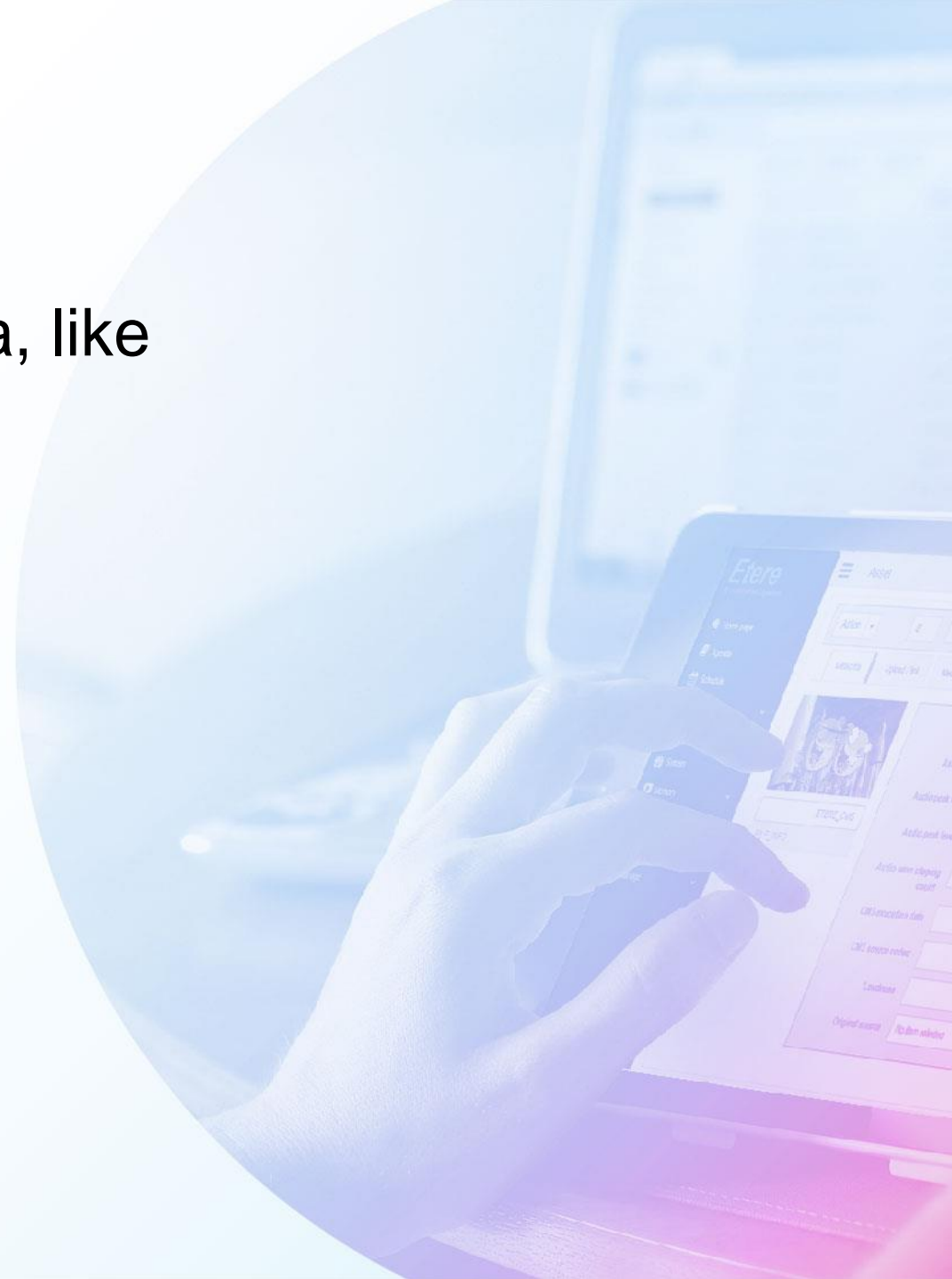
Territory

- The rights can be divided on territory, so I can buy the rights for Italy or for Europe, but normally those cannot be split
- If I buy a right to broadcast in Europe, it must be for all the Europe at the same time, I cannot broadcast today in Italy and tomorrow in France



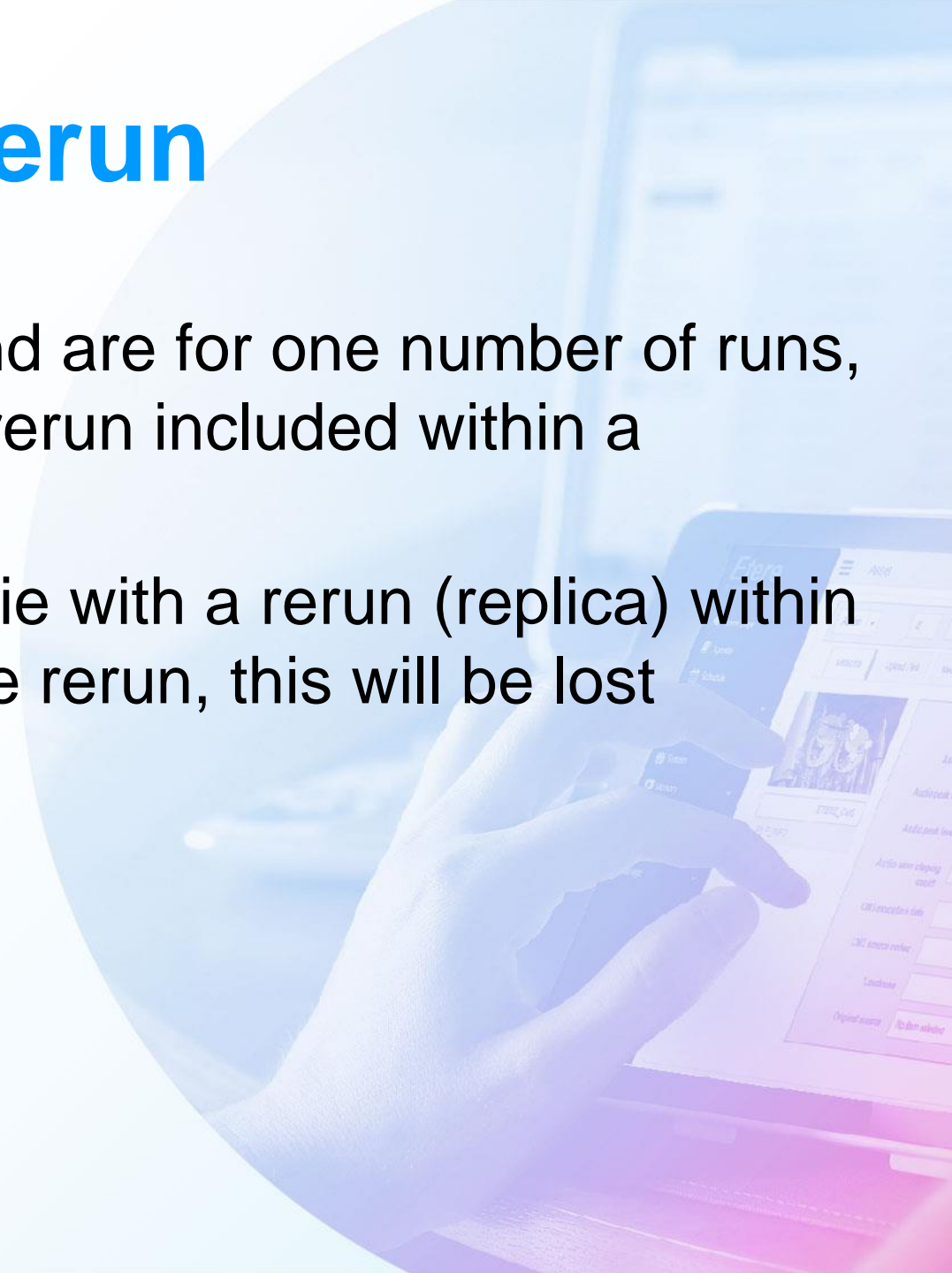
Media

- The rights can be divided into media, like
 - **Analog tv**
 - **Digital TV**
 - **Pay tv**
 - **Satellite**
 - **Internet/Ip**



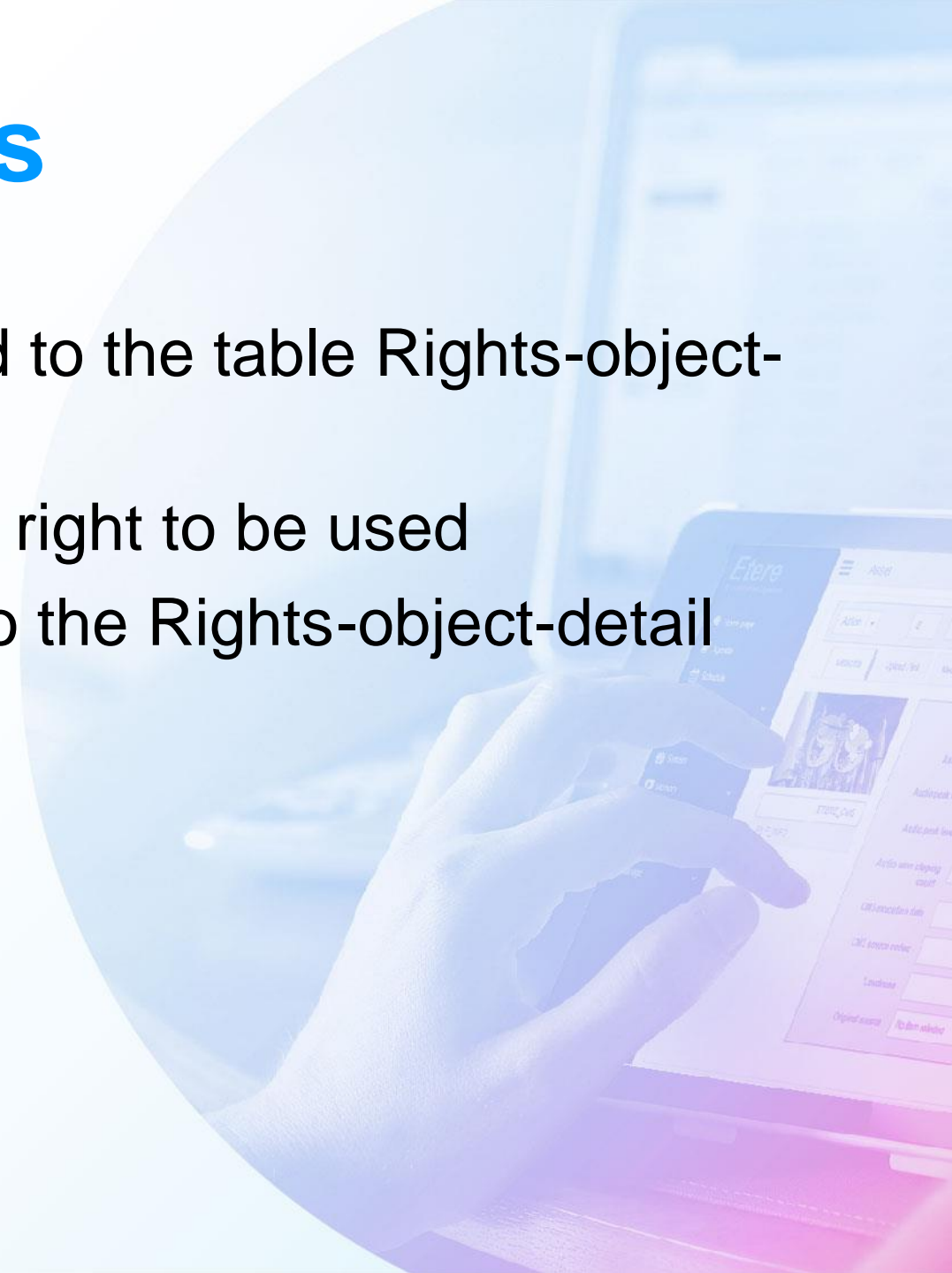
Run and Rerun

- The rights have a time slice value and are for one number of runs, sometimes one run can have some rerun included within a limited time
- So you can buy one run for one movie with a rerun (replica) within 24 hours, if the station do not use the rerun, this will be lost



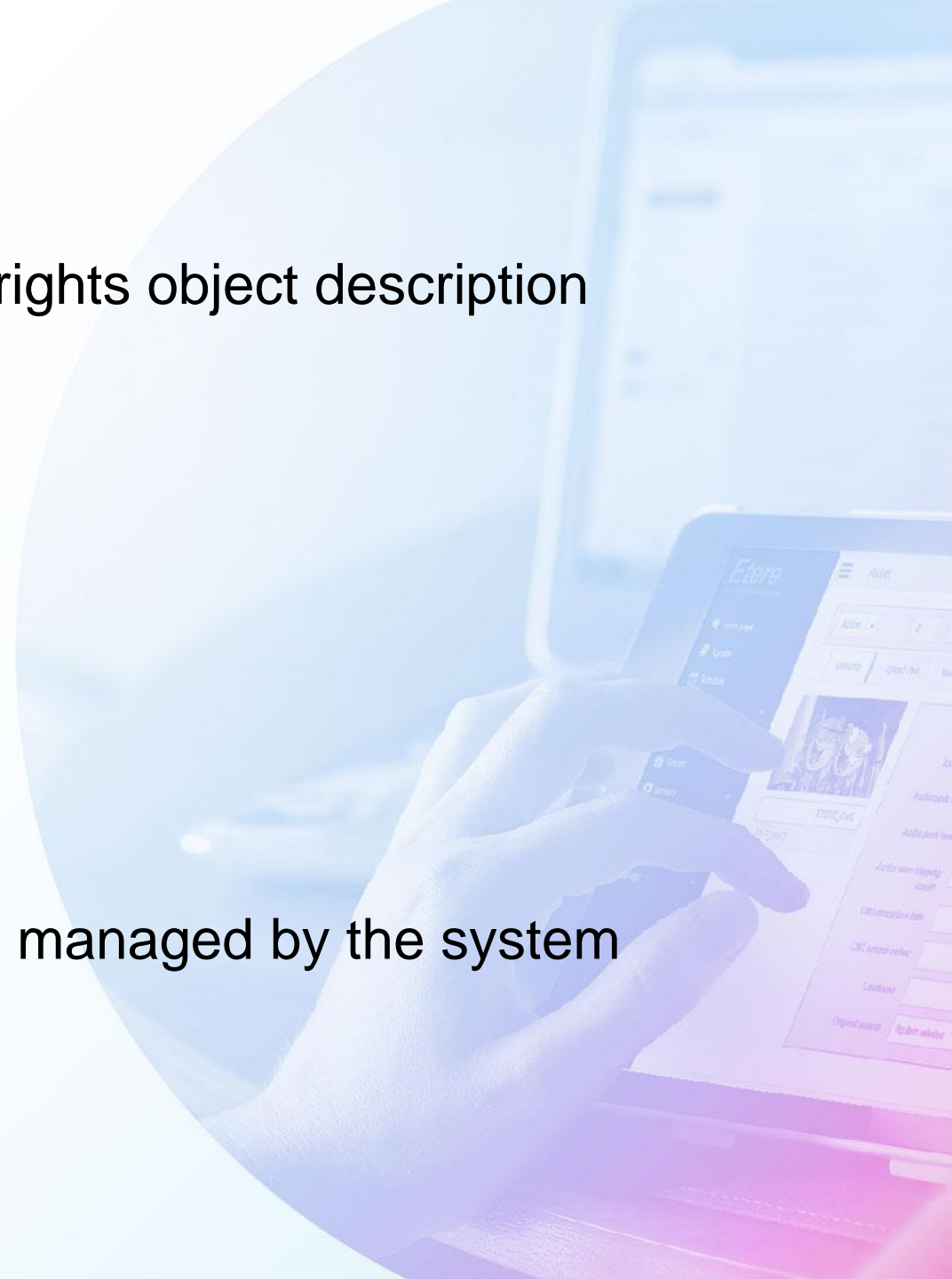
Pointers

- The right is an object that is referred to the table Rights-object-detail
- Each entry in this table is an unique right to be used
- Each line in scheduling is referred to the Rights-object-detail



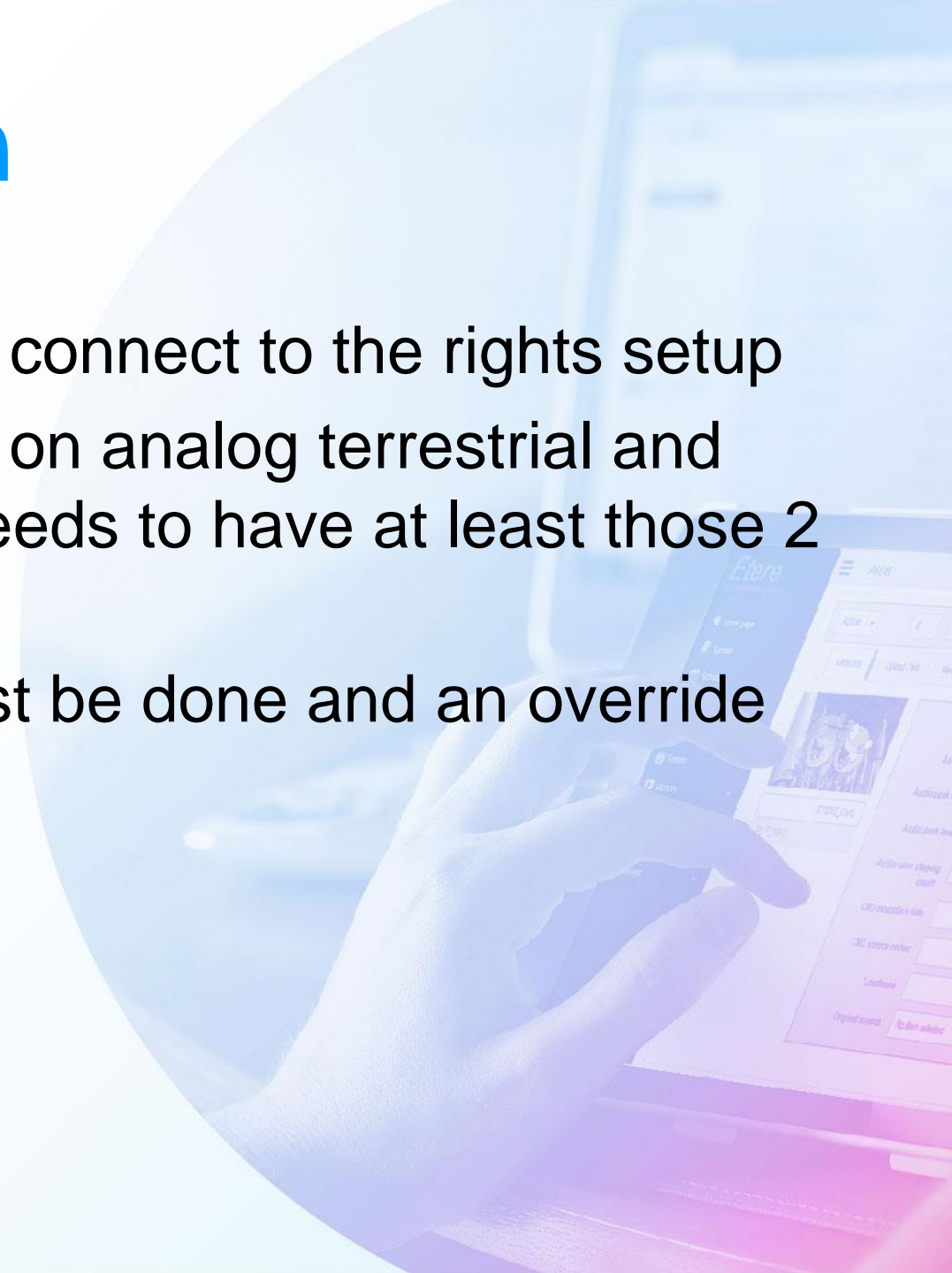
Zones

- The table Rights-Zones contain the different rights object description
- A typical entry of this table is:
- TV Italy Analog
- TV Italy DTT
- TV Italy Mobile
- TV Italy satellite
- TV Europe satellite
- Mobile TV
- This table describe the different kind of rights managed by the system



Station

- Each station has a typical setup that connect to the rights setup
- If that station/scheduling broadcast on analog terrestrial and DTT, each object to be scheduled needs to have at least those 2 rights
- If one or both is missing an alert must be done and an override must be possible



Rights Form

Runs and re-runs

Lines

Media

Stations

The screenshot shows the 'Purchase Orders' application window. At the top is a menu bar with 'File', 'Show', 'Tables', 'Tools', and 'Help'. Below the menu is a toolbar with various icons. The main area is divided into tabs: 'Search', 'General', and 'Lines'. The 'Lines' tab is active, displaying a table with the following data:

Description	Run	ReRun	Start	Deadline	Asset	Code	Season	Assets N
CSI MIAMI 1st Season	12	4	01/05/2012	31/05/2012				
CSI MIAMI 6st Season	12	12	01/09/2013	31/05/2014		CSI MIAMI	6	

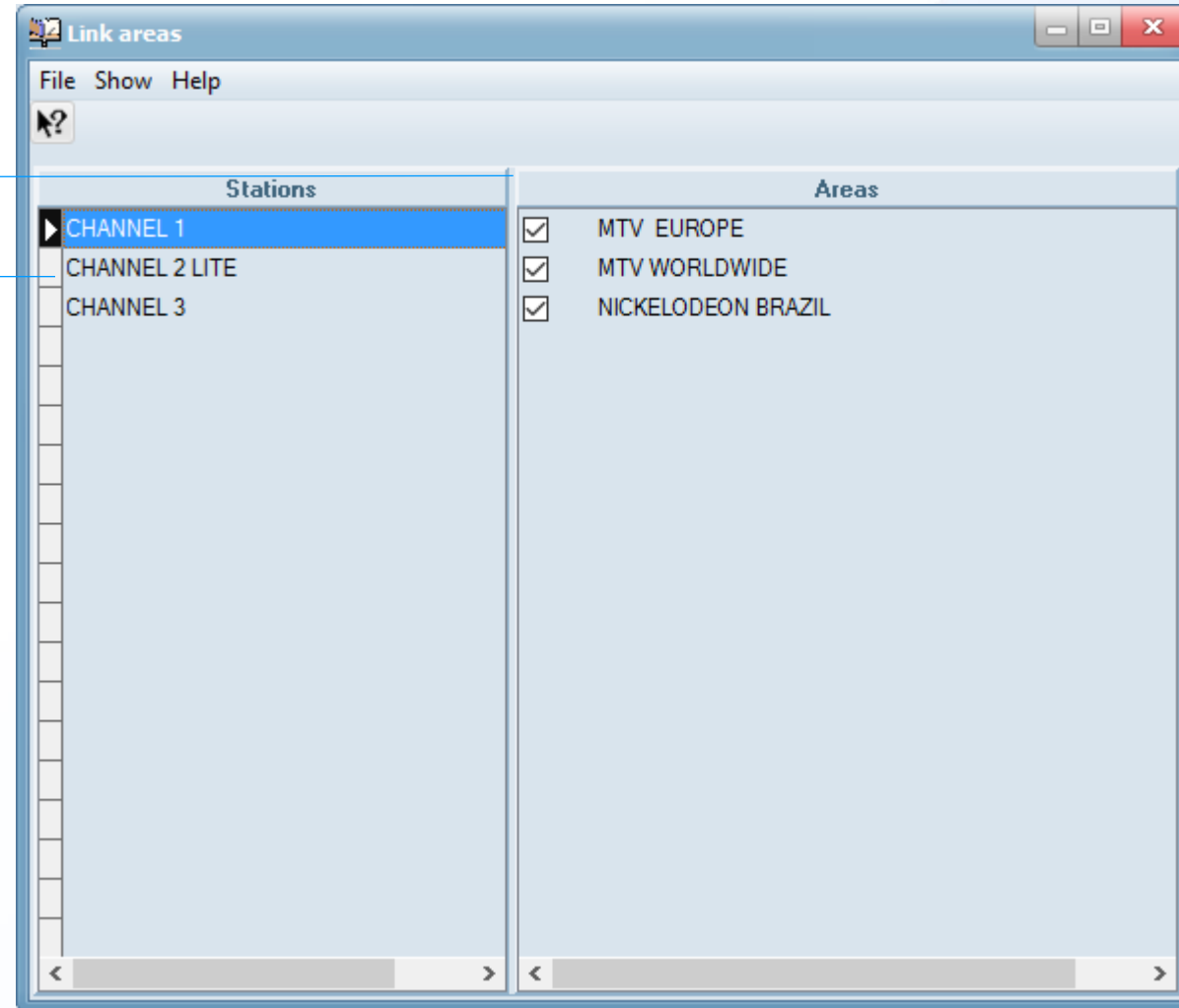
Below the table are several sections for configuring rules:

- Run type:** Radio buttons for 'Linked to each single asset' (selected), 'Independent of the single asset', and 'Unlimited'.
- ReRun type:** Radio buttons for 'Linked to single Runs' (selected), 'Independent of single Runs', and 'Unlimited'.
- Consider as ReRun if scheduled within next:** A text input field containing '10' and a dropdown menu set to 'Hours'.
- Template area:** A dropdown menu set to 'MTV EUROPE'.
- Destination:** A list box with three items: 'CHANNEL 1' (checked), 'CHANNEL 2 LITE' (unchecked), and 'CHANNEL 3' (checked).

Media

Territories

Stations



And Then

- Every time you schedule an asset its right is checked against the scheduling properties
- If there is right to broadcast this is simply detracted from the total amount
- If there is no right, it's displayed as 'not possible to broadcast' and only a supervisor has the right to override it
- A report with all the rights data could be produced
- As soon the payment has been done the right is flagged as paid