Etere Rights Management



What is a Right

- Each content has a license 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 ore multiple assets, that is because the right could be the same for censured 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-objectdetail
- 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

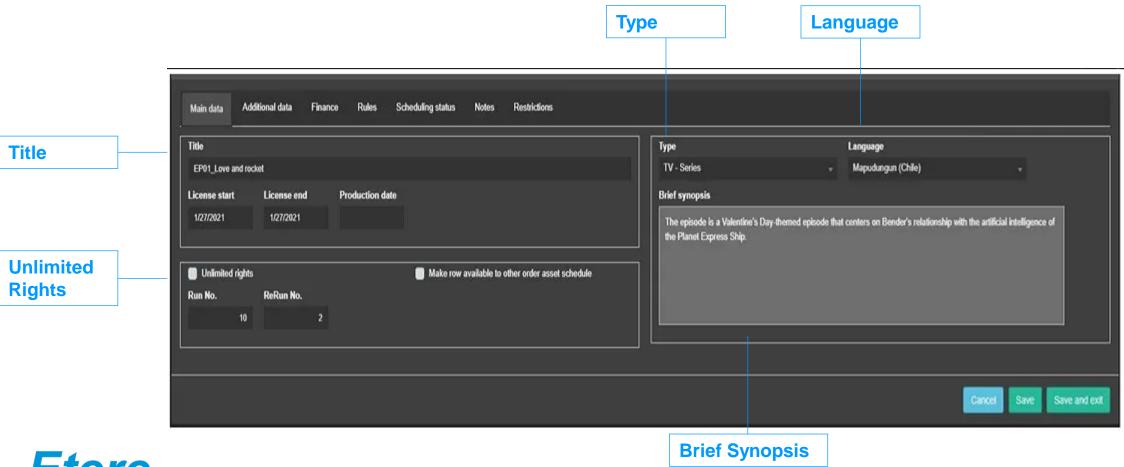


Station

- Each station has a typical setup that connect to the rights setup
- If that station/scheduling bropadcast 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

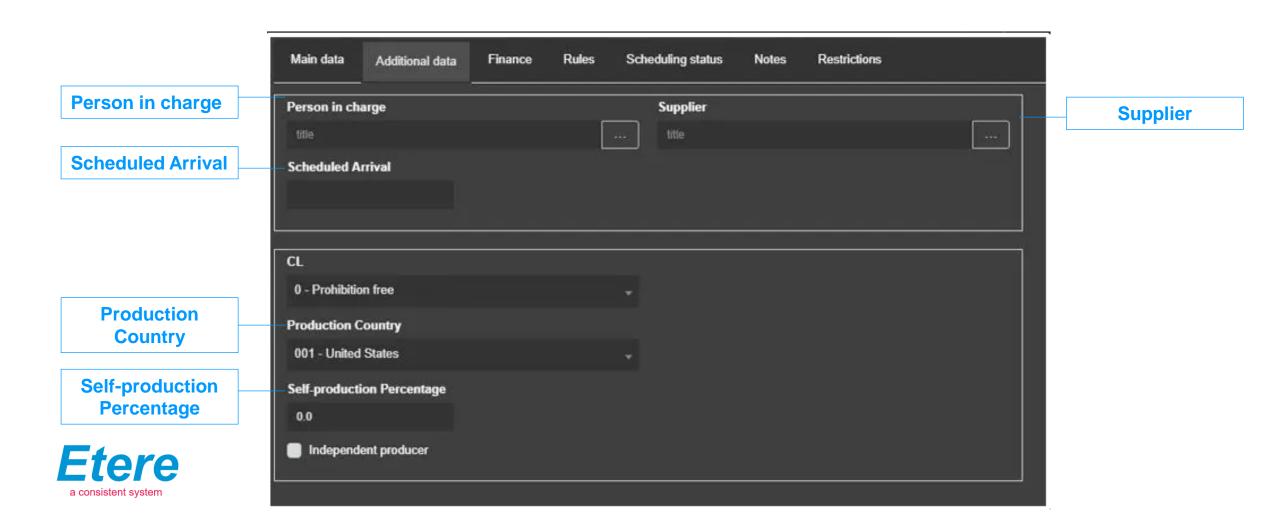


Main Data

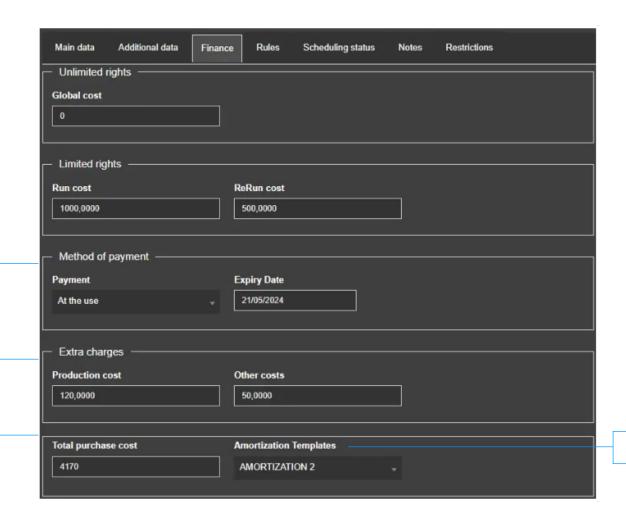




Additional Data



Finance



Method of Payment

Extra Charges

Total Purchase Costs



Amortization Template

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



Thank you

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