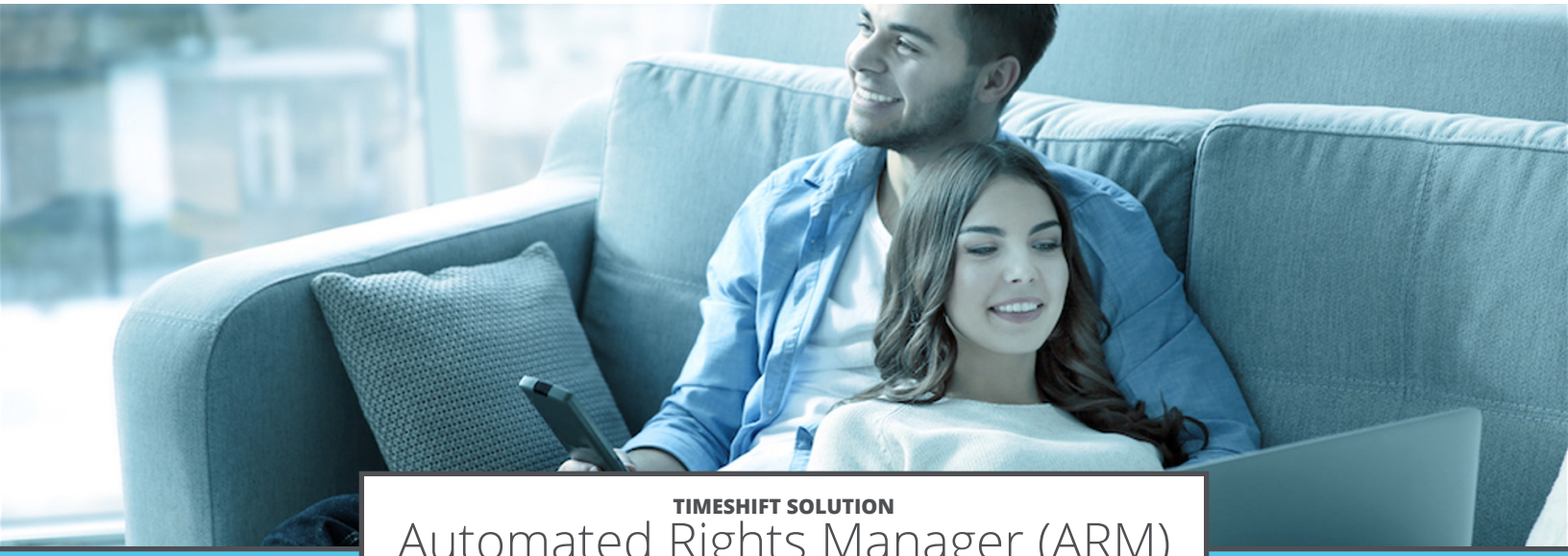
encore INTERACTIVE



TIMESHIFT SOLUTION

Automated Rights Manager (ARM)

Automating Content Rights Management

INCREASE ROI | TURN-KEY | REDUCE RISK | COMMERCIALLY DEPLOYED

Challenge

For TV operators today, managing content rights is both complicated and costly: as many operators roll out Timeshift features (Restart TV, Blackout, nDVR, etc), they find that this brings a corresponding resource burden. Faced with an ever-increasing array of consumer devices and an explosion in the number of formats and methods used to distribute content, operators adding Timeshift features encounter a more complex set of rules and rights associated with content delivery - and they're burdened with the increased costs of managing these rights.

How can operators achieve a successful balance between evolving to stay relevant to consumers and lowering the cost of maintaining these new Timeshift features?

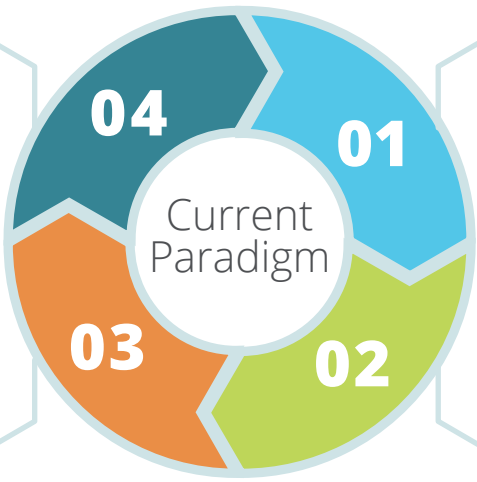
Currently, managing rights data is a resource-intensive operational challenge. Resources are required to:

HANDLE INCOMING CONTENT RIGHTS DATA. Operators need to manually read through these files, which arrive at random times throughout the day and in various formats from each content provider.

ALIGN THIS DATA WITH THE PROGRAMMING SCHEDULE by manually searching for a matching entry. An engineer will generally do this through their middleware's built-in service management tool.

MANUALLY APPLY EACH PROGRAM'S UNIQUE SET OF RIGHTS.

THEN, THEY REPEAT THE PROCESS FOR THE NEXT PROGRAM. This manual and repetitive procedure can take hours every day, and is prone to human error.



Encore's ARM Solution

ARM automates this manual intense process for managing content rights.

ARM is a turn-key platform that ingests and assigns content rights data automatically, reducing the cost of manpower and risk of human error associated with time-consuming, manual rights management procedures.

ARM automatically ingests, normalizes, processes and provisions content rights data for Restart TV, Timeshift, blackout and network DVR, across all platforms. ARM uses machine learning to continually improve accuracy, learning content exceptions and creating new rules to increase operating efficiency.

Key Benefits

1. **INCREASE ROI FOR TIMESHIFT FEATURES**
   ARM automates content rights management by intelligently applying content rights, giving back time to your operations team and increasing your ROI for Timeshift features.

   Operator planning to rollout 20 Restart channels
   Estimate 20 events per channel per day to be inspected for rights = 400 events
   Estimate 3 minutes per event = 20 hours per day
   20 hours * $15/hr * 365 days/year = $109,500.00 for 20 channels
   $355,875.00 for 65 channels

2. **REDUCE ERRORS**
   Helps operators stay compliant with content provider regulations by using machine learning and automation to continually improve accuracy, learning content exceptions and creating new rules automatically and they'll receive automatic notifications when there's a conflict or a missing rights condition.

3. **FUTURE-PROOF PLATFORM**
   As you evolve your middleware, offer new services, and support additional platforms, your investment isn't lost: ARM is extensible, allowing you to apply knowledge and content rules to any platform.

4. **REPORTING**
   Through the admin console your team will be able to run custom reports, allowing you to demonstrate to content providers your company's integrity in its distribution of content.

5. **TURNKEY**
   Time to market – go now. Works for Restart TV, Timeshift, blackout and network DVR. Commercially deployed with large, leading edge TV operators. What's more, ARM is a commercially deployed and hardened platform with an ever-increasing portfolio of supported content providers.

Status

ARM has been commercially deployed by two large operators since Q1 2016 and is now managing content rights for Restart TV/Timeshift, Blackout, and nDVR. ARM has integrated with several video platforms including Ericsson Mediaroom, Mediaroom Reach, and MediaFirst platforms, as well as Accenture's AVS OTT platform. We are continually adding support for the top content providers and have built over 75 adaptors for quick integration.

Find out More

Contact us at: 1.888.433.4408 | encoreinteractive.ca | sales@encoreinteractive.ca