

Switch on possibility.



Maximize efficiency, mitigate risk and unlock greater monetization opportunities by leveraging a digital intellectual property (IP) and metadata pipeline built with AWS technology.

Tracking rights and IP information can be a complex and risky business

Media and entertainment companies execute thousands of agreements, certificates and other documents per year, across the creative development and distribution lifecycle. Many of these companies – especially the more traditional studios that have been producing and distributing content for decades – rely on paper contracts as their source of record for critical rights information. Other companies that already leverage a digital contracting model still face challenges with storing and organizing that information in a centralized, secure repository to enable critical decision-making across creative, legal and finance teams.

As more companies invest in digitization, there is greater demand for a cloud-based solution that streamlines metadata management while also protecting sensitive IP

1. Paper documents are inherently at risk of loss, damage and deterioration – even digital PDFs can get lost or corrupted due to changes in ownership or technology upgrades.
2. Without quality metadata and robust search capabilities, legal teams may spend days or weeks searching for documents to answer critical rights questions about their IP.
3. Data policies and access-based control can be difficult to manage in commonly-used file sharing and collaboration tools, increasing the risk of data leaks.



Up to 85%

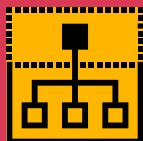
in manual time savings reported by clients that used the digital IP and metadata pipeline to optimize rights research and expedite decision-making across the IP lifecycle

The solution: A digital IP library enriched with structured metadata and enhanced search capabilities

The digital IP and metadata pipeline transforms physical paper contracts and PDFs into fully-digitized files that can be organized, stored and searched within a secure and scalable document management solution hosted on AWS. The pipeline begins by prioritizing and preparing files for digitization and continues through multiple steps to ensure documents are securely

transported and prepared accordingly, based on predefined requirements. Physical documents will be scanned first, then all PDFs are tagged with relevant metadata and loaded into the AWS-hosted document management solution, which provides a robust platform for organizing digitized files in a hierarchical folder structure based on customizable indexing logic. Whether

starting from physical or digital files, the pipeline provides metadata tagging and Optical Character Recognition (OCR) search capabilities, which enables greater accessibility and searchability by users conducting rights research or driving critical decision-making across the IP lifecycle.



Protect your intellectual property and save time on research with the digital IP and metadata pipeline

In an increasingly digital world, the digital IP and metadata pipeline can help your organization keep up with evolving rights management demands while remaining competitive in the industry. Spend less time digging through paper and PDFs, and more time making data-driven decisions that unlock greater IP monetization opportunities.

End-to-end pipeline solution

1. Prioritize and locate documents
2. Securely transfer documents to be fully digitized
3. Scan documents [paper only] and perform 100% image-to-page QC
4. Tag metadata and apply custom indexing to PDFs
5. Validate metadata through automated QC
6. Publish to AWS cloud solution



Archival preservation

Mitigate the risk of loss or damage with digital contracts that establish long-term preservation, accessibility and safeguarding of valuable IP.

Key features of the solutions include:

01 Secure cloud storage on AWS	02 Dynamic metadata tagging	03 Robust platform and document search
04 Full text OCR	05 Role-based access permissions with Single Sign On (SSO) authentication	06 Collaboration through comments and sharing
07 Personalized file collections and favorites	08 Hierarchical folder structure to mirror a physical filing system	09 Integration with contract and rights management systems



Streamlined IP pipeline

Provide quick and efficient access to rights data for creative and legal teams and improve collaboration to reduce delays in critical decision-making.



Revenue-generating opportunities

Identify and pursue new creative development opportunities more efficiently, driving revenue growth and expanding your market presence.

Contacts

Todd Supplee

PwC | Partner
todd.supplee@pwc.com

Justine Makki

PwC | Director
justine.n.makki@pwc.com

Emily Molina

PwC | Senior Manager
emily.n.molina@pwc.com