

REGISTERING AND REPORTING IP USAGE

**A touchless process with
WHATS'ON Orchestrator
and Soundmouse**



In close collaboration with **Soundmouse**, the media technology company specializing in music cue sheet reporting and audio recognition services, the **WHATS'ON Orchestrator** brings efficiency and automation to the process of registering and reporting IP usage, turning it into a **touchless workflow**. Simple as it is – and should be – this new use case for the WHATS'ON Orchestrator saves many hours of work a year spent on registering music usage in own productions and edits.

Discover your ideal solution for own productions and edits

While for most acquired content, intellectual property (IP) is known or can be automatically tracked, **registering usage of music and IP is still very much a manual and error-prone process for own productions and edits**, including **trailers** and other **promotional material**.

MEDIAGENIX believes that **data-driven automation around one source of truth** can produce significant efficiencies across the content supply chain and enables media companies to manage by exception and hunt friction and hidden waste. The touchless process of registering and reporting IP usage is a case in point.

Hunt friction and waste in every nook and cranny of your content supply chain

The WHATS'ON Orchestrator:

- is the **workflow engine layer** in WHATS'ON that orchestrates and automates repetitive manual tasks across the diverse domains of the content supply chain;
- frees media companies from suboptimal workflows as it is based on **best-practice processes**, which can be **tuned to the clients' specific requirements**;
- plays a key role in the broadcasters' transformation to an **all-IT approach**;
- has already proved its worth for **VOD distribution, contract verification** and **subtitling processes**.

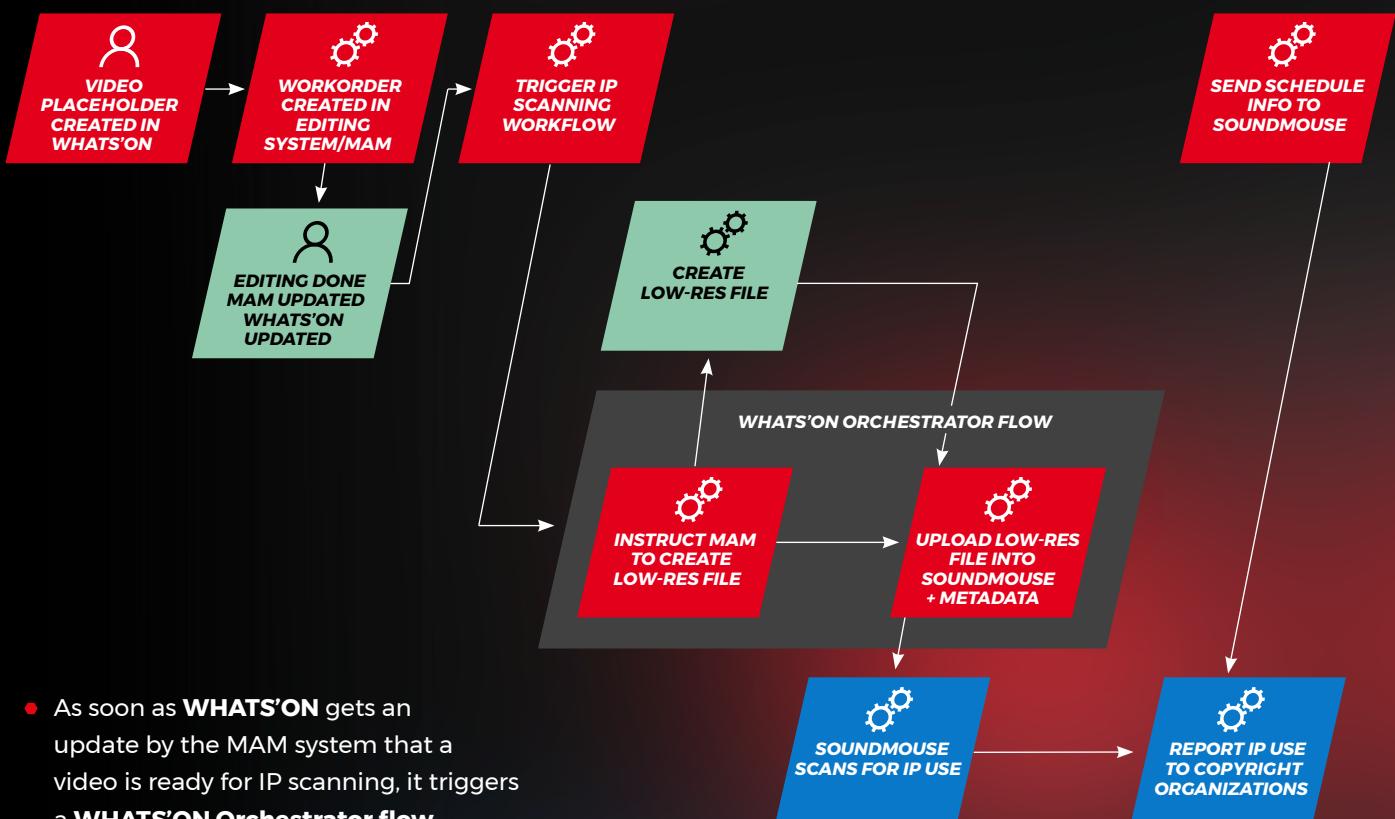


Have one source of truth for all data on IP usage

The WHATS'ON Workflow Orchestrator manages the flow to get Soundmouse to scan specific video material. Soundmouse automatically tracks music and IP usage, reports this to the copyright organizations, and feeds information back to WHATS'ON. This way, WHATS'ON can bring the information up to date in its **one source of truth** for all operations along the content supply chain.

Save hours with a simple touchless flow

The basic steps are as follows:



- As soon as **WHATS'ON** gets an update by the MAM system that a video is ready for IP scanning, it triggers a **WHATS'ON Orchestrator flow**.
- WHATS'ON** ensures a low-resolution file is available and uploaded onto the **Soundmouse platform**.
- Soundmouse** processes the file and updates **WHATS'ON** on IP usage.
- WHATS'ON** informs **Soundmouse** of the detailed schedule of the videos so that **Soundmouse** can report this to the copyright organizations.

For more information or a demo, contact marketing@mediagenix.tv
or your MEDIAGENIX Account Manager.

