

RLJ | Entertainment

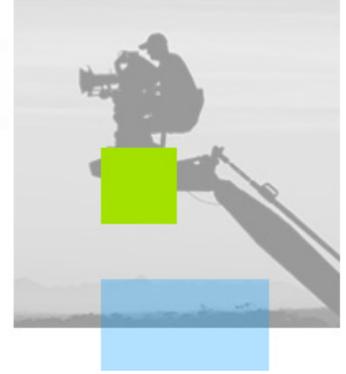
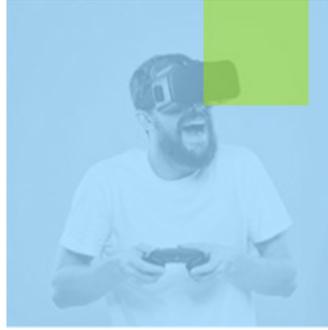
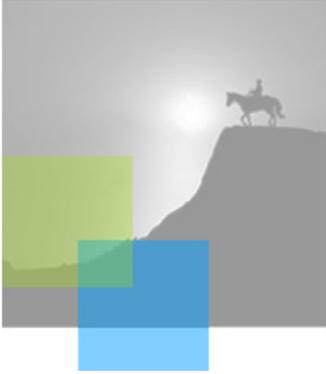
Case Study

RLJ Entertainment Takes Control of its Digital Business

WHIP MEDIA GROUP



The **WHY** Behind the Watch
The **HOW** That Informs Now
The Predictive Power for **WHAT'S NEXT**



RLJ | Entertainment

RLJ Entertainment eliminated hundreds of Excel-hours per month while revving up it's revenue forecasting with Mediamorph.

The Challenge

- Spent hundreds of hours each month to log into retailer's portal, download and catalog files, then manipulate files in Excel to normalize for a common format.
- Wanted to perform accurate analysis, trending, and forecasting globally, across all properties and all retailers.

The Solution

- Implemented Mediamorph's Content Performance Tracking solution, including data normalization and mapping, and data aggregation and management.

Value Delivered

- Ability to capitalize on time savings, with dozens of hours of Excel manipulation now spent on analysis and growing the business.
- Finance team now able to export revenue reporting with just a few clicks.
- Data is ready to upload directly into ERP systems, with full trail of documents for audit purposes.

RLJ Entertainment licenses and produces both television and film content. Its titles are distributed in multiple formats including broadcast and pay television, theatrical and non-theatrical, DVD, Blu-ray, and a variety of digital distribution models (including EST, VOD, SVOD and AVOD).

RLJ's content is licensed on nine of the largest digital retailers, including Apple iTunes, Amazon Prime Video, and Google Play. Geographically, its transactions originate from the dozens of territories active on each platform worldwide. Like many companies, RLJ wants to keep its operation lean. It takes hundreds of hours per month to log into each retailer's portal daily, download and catalog files (and avoid duplicates), and then manipulate the files in Excel to get them in a normalized and common format for reporting. The manpower required made it prohibitive to do this for all files each day, and so RLJ had to settle for just sampling its data in key territories.

RLJ wanted to perform accurate analysis, trending, and forecasting globally, across all properties and all retailers. Furthermore on the finance side, at the end of each month RLJ had to manually manipulate the data to use for their accounting functions including recognizing revenue into their ERP system.

Content Value Management (CVM) Platform

RLJ Entertainment partnered with Mediamorph to leverage its **Content Value Management (CVM) Platform** in order to streamline business processes and provide accurate, automated, integrated data management solutions designed for improving visibility and maximizing revenues throughout the content distribution cycle.

Mediamorph deployed its industry-leading **Content Performance Tracking** solution which ingests over 1,000 different data sources for 25 of the largest content distributors in the world, including all the major film studios. The solution performs data normalization and mapping and data aggregation and management. Mediamorph's cloud-based solution gives users access via industry-standard business intelligence analytics platforms for easy reporting and visualization. It also provides revenue reporting that can seamlessly integrate into ERP systems or provide easy exports to users that can then be uploaded via existing business processes.

Boosting Business Value

RLJ business analysts can now get straight through to the clean data for analysis. They have been able to capitalize on time savings, with the dozens of hours of rote manual work and Excel manipulation now spent on analysis and growing RLJ's business.

The finance team is now able to export revenue reporting directly out of Mediamorph with just a few clicks that is ready to upload directly into their ERP systems, with a full trail of documents for audit purposes. Mediamorph has enabled RLJ to have 360-degree control of its digital business across all retailers globally in both analytics and finance.

Whip Media Group's brands, including Mediamorph, TV Time and TheTVDB, offer a data-driven integrated cloud solution that empowers the world's leading entertainment organizations to efficiently acquire, distribute and monetize their content. Together, we track billions of consumer actions and financial transactions that accelerate innovation for buyers and sellers of content.

For more information, please visit whipmedia.com

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