

RLJ Entertainment is a premium digital channel company that both produces and licenses TV and film content. Its titles are distributed in multiple formats including broadcast and pay television, theatrical, DVD/Blu-ray, and a variety of OTT distribution models (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 and transactions originate from the dozens of territories active on each platform worldwide.

RLJ wanted to perform accurate analysis, trending, and forecasting globally, across all properties and all retailers on a daily basis. However, this would require hundreds of hours per month to log into each retailer's portal, 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 resources made this time prohibitive so RLJ had to settle for just sampling data in key territories. Additionally, RLJ had to still manually manipulate the data at the end of each month to use for their accounting functions, including recognizing revenue into their ERP system.

RLJ needed a solution that kept operations lean, improved daily performance tracking and visibility, and automated financial reporting.

The Challenge

RLJ Entertainment wanted to perform daily analysis and forecasting across its global digital distribution business. But the hundreds of man-hours each month that would be required to access every portal, download data and manipulate to a common Excel format was not feasible. The team was therefore driven to use sampling data which provided limited visibility on the performance of content and a high likelihood of inaccurate forecasting and trending analysis.

The Solution

RLJ turned to the Whip Media Group cloud-based CVM Platform, powered by the company's Mediamorph brand, and Performance Content Tracking Solution. Automation of manual processes for data normalization and mapping and data aggregation and management, allowed RLJ to capitalize on the time savings and re-focus resources on strategic initiatives and analysis to grow their business. Finance is now able to export revenue reports and upload data directly to ERP systems, with full audit trail documentation. This has led to improved visibility, accuracy and timeliness for revenue forecasting.

Content Value Management (CVM) Platform

RLJ turned to Whip Media Group to leverage its cloud-based CVM Platform, powered by the company's Mediamorph brand, to streamline business processes and provide accurate, automated, integrated data management solutions to both improve visibility and maximize revenues throughout the content distribution cycle.

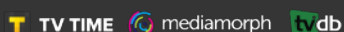
The CVM Platform, when combined with the industry-leading Content Performance Tracking solution, ingests over 1,000 different data sources for the world's largest content distributors, including all major film studios. The digital sales solution performs data normalization and mapping and data aggregation and management. Users get 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 workflows.

Boosting Business Value

RLJ eliminated hundreds of Excel-hours per month while revving-up revenues. The business analysts can now get more complete and accurate data and visibility, real-time. They have been able to automate processes and free-up resources that were once dedicated to rote manual work and Excel manipulation. Finance is now able to export revenue reporting directly out of the platform with just a few clicks and upload directly into their ERP systems, with a full trail of documents for audit purposes.

Whip Media Group has enabled RLJ to have 360-degree control of its digital business across all retailers globally in both analytics and finance. By capitalizing on the automation and time savings, teams can focus on more productive analysis and profitable initiatives that will help grow RLJ's business.

WHIP MEDIA GROUP



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, visit whipmedia.com or email: info@whipmedia.com