SaaS Based Product Lifecycle Management for Digital Distribution

(aka Storefront Management)

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premiere DIGITAL

10,000,000+

Availabilities on just 10 Digital Retailers

Sample Use Cases

- **Availability Delivery**
  - Full refresh
  - With temp pricing
  - With IDs
- **Availability Tasks**
  - License date extensions
  - Pre-Order setup
  - EST/VOD blackouts
  - Audit for Storefront accuracy
  - Cross platform parity

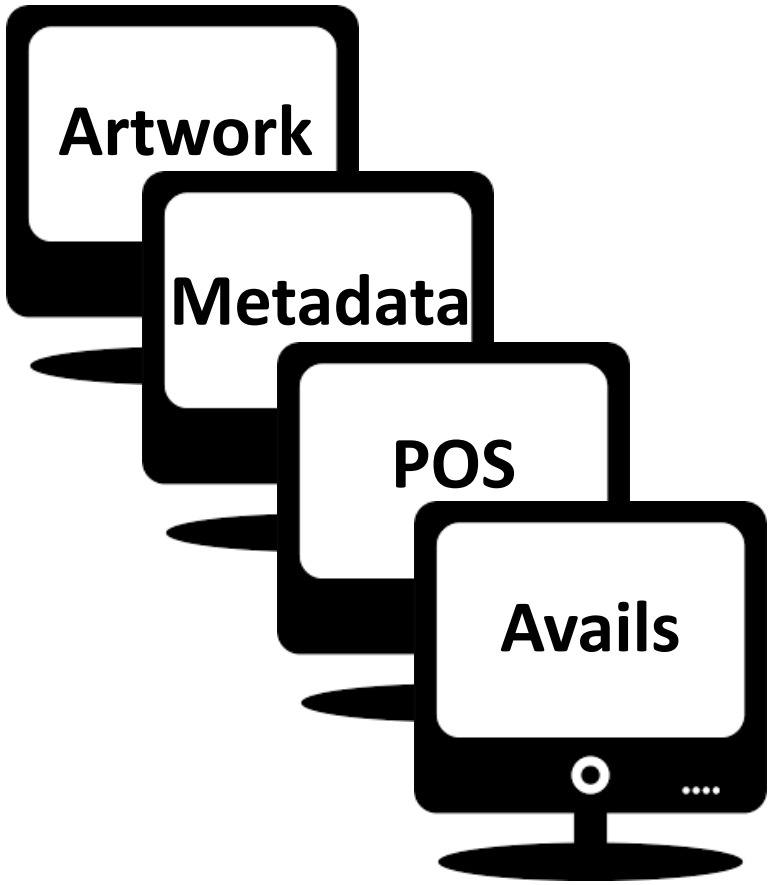
- **Pricing Tasks**
  - New release to catalog
  - Full or partial Reprices
  - Temporary reductions
  - Permanent changes
  - Compare to competition
  - Cross platform parity
- **Storefront Monitoring**
  - Pre-Live monitoring
  - Street date checks
  - Placement tracking

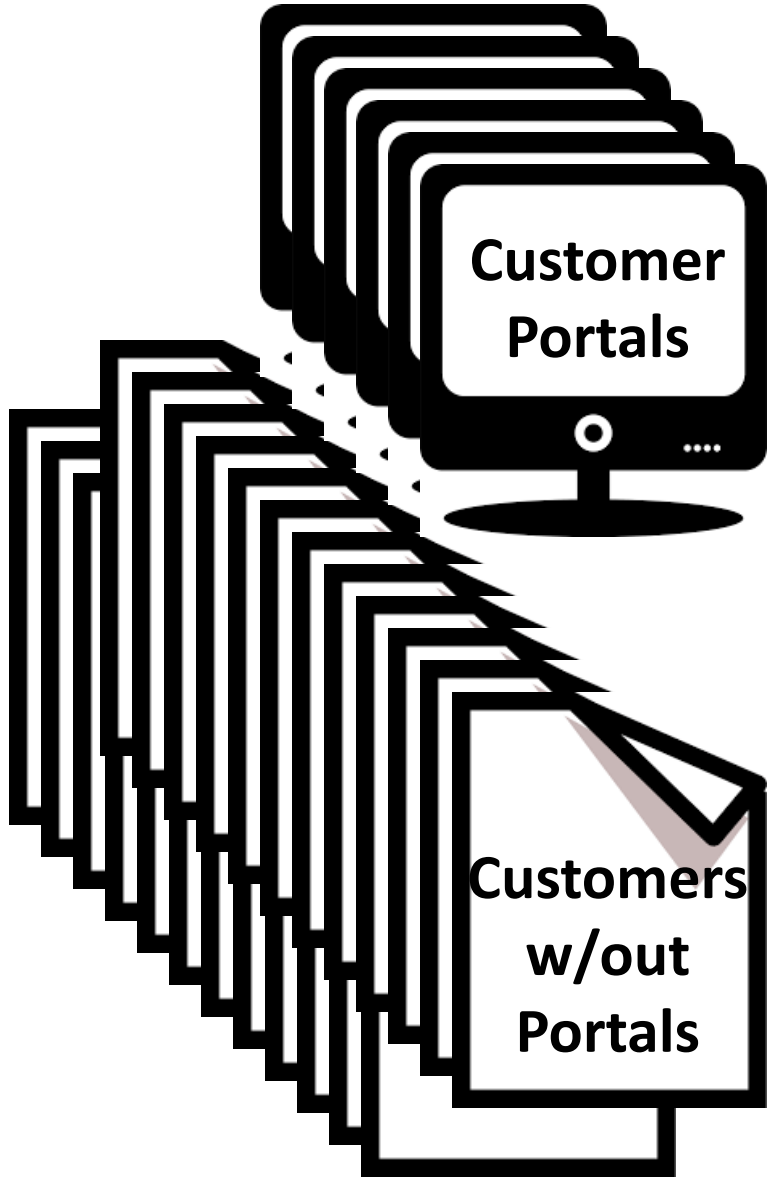
- **POS**
  - Correlate POS to events (e.g., placement, charting, price, SVOD window
  - Audit against Avails with TPRs
  - Sales trend analysis
- **Marketing**
  - Search interest points
  - Source art and metadata
  - Create ad messaging
  - Localize ads
  - Deliver ads
  - Correlate results

Resources

Availabilities

Traditional Storefront Management





The Storefront Management Problem

VISIBILITY of global availabilities does not exist

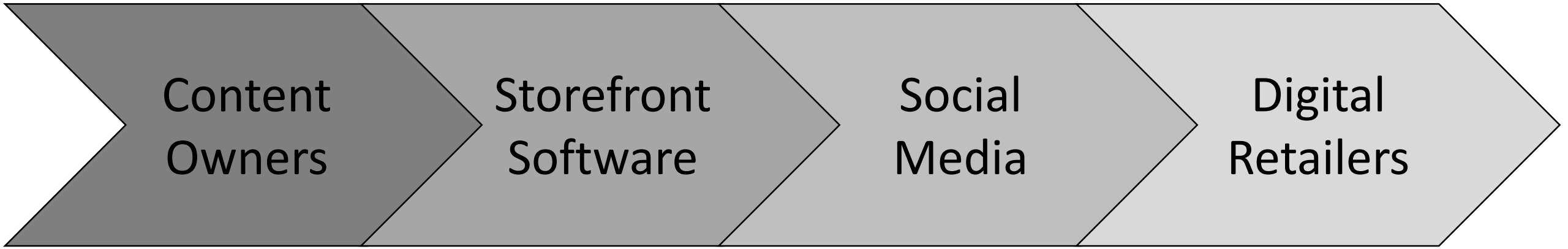
Ensuring **ACCURACY** of availabilities is extremely difficult

CONNECTING availabilities to interested consumers is manual and tedious

EXECUTION on retailers and social media at scale is impossible

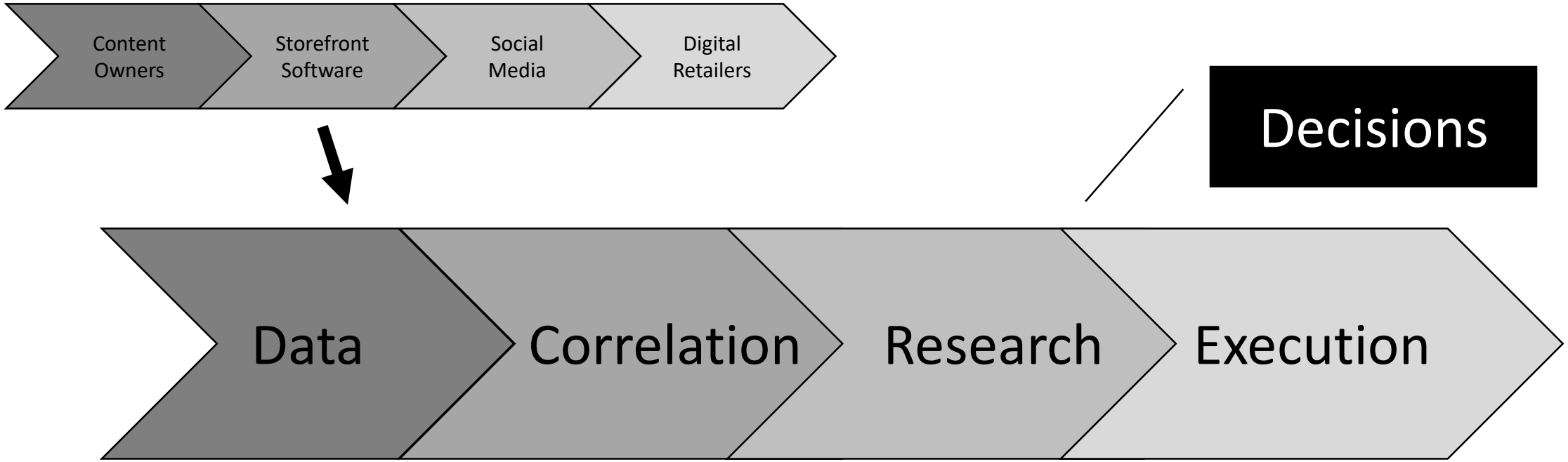
EFFICIENCY is low and **REVENUE** opportunities are left on the table

The Storefront Management Solution



Film & TV Avails	Display & Execution	Interest & Ad Campaigns	Consumer Transactions

Storefront Software



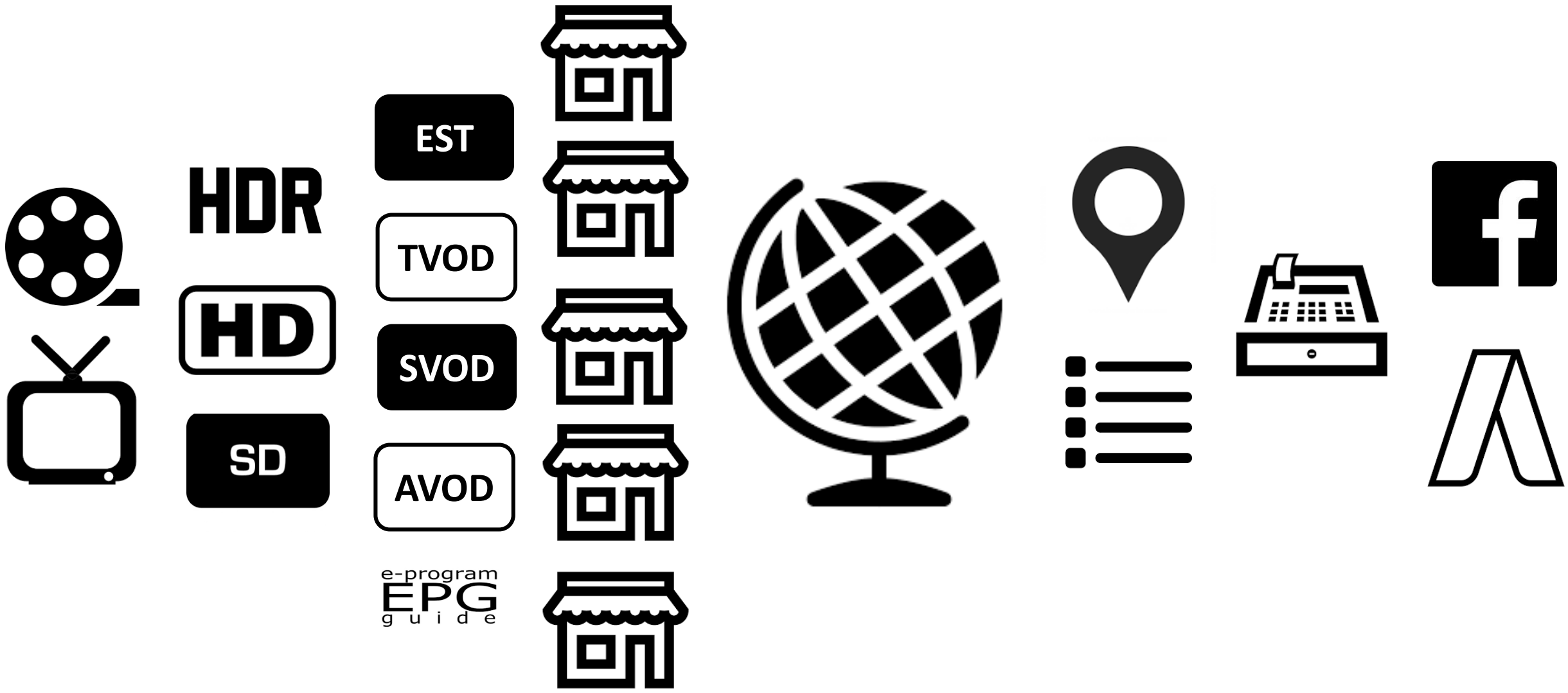
Inputs

Process

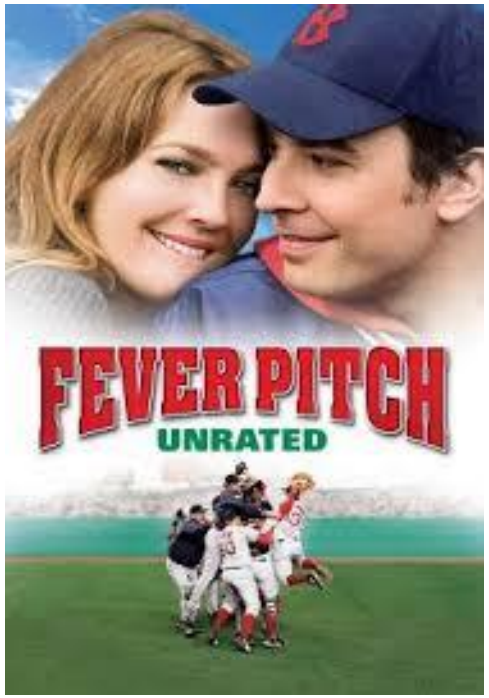
Filter, Search & Display

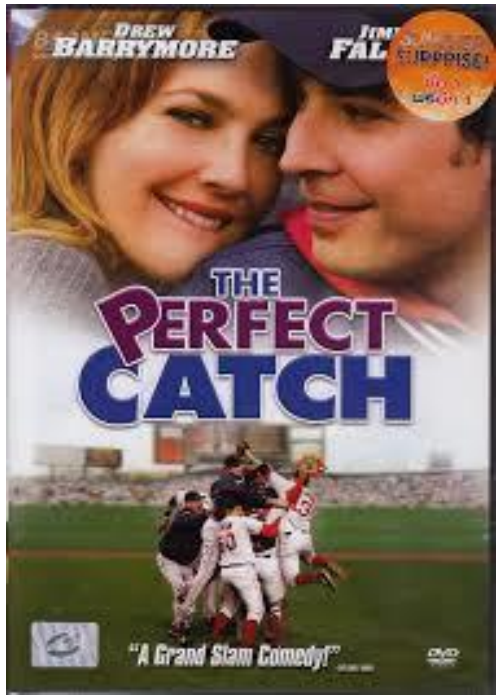
Update & Market

Data

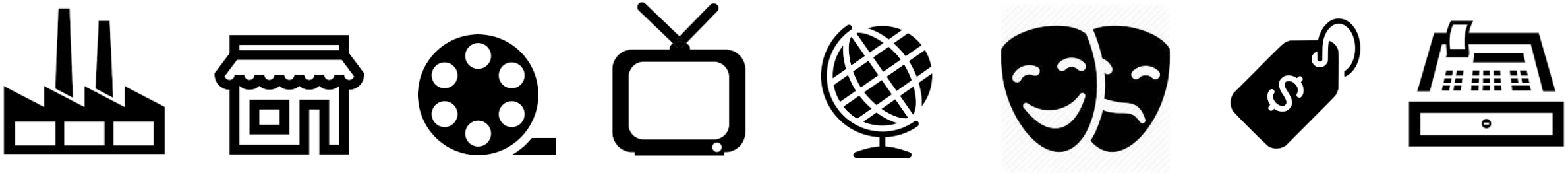


Data / Title Correlation

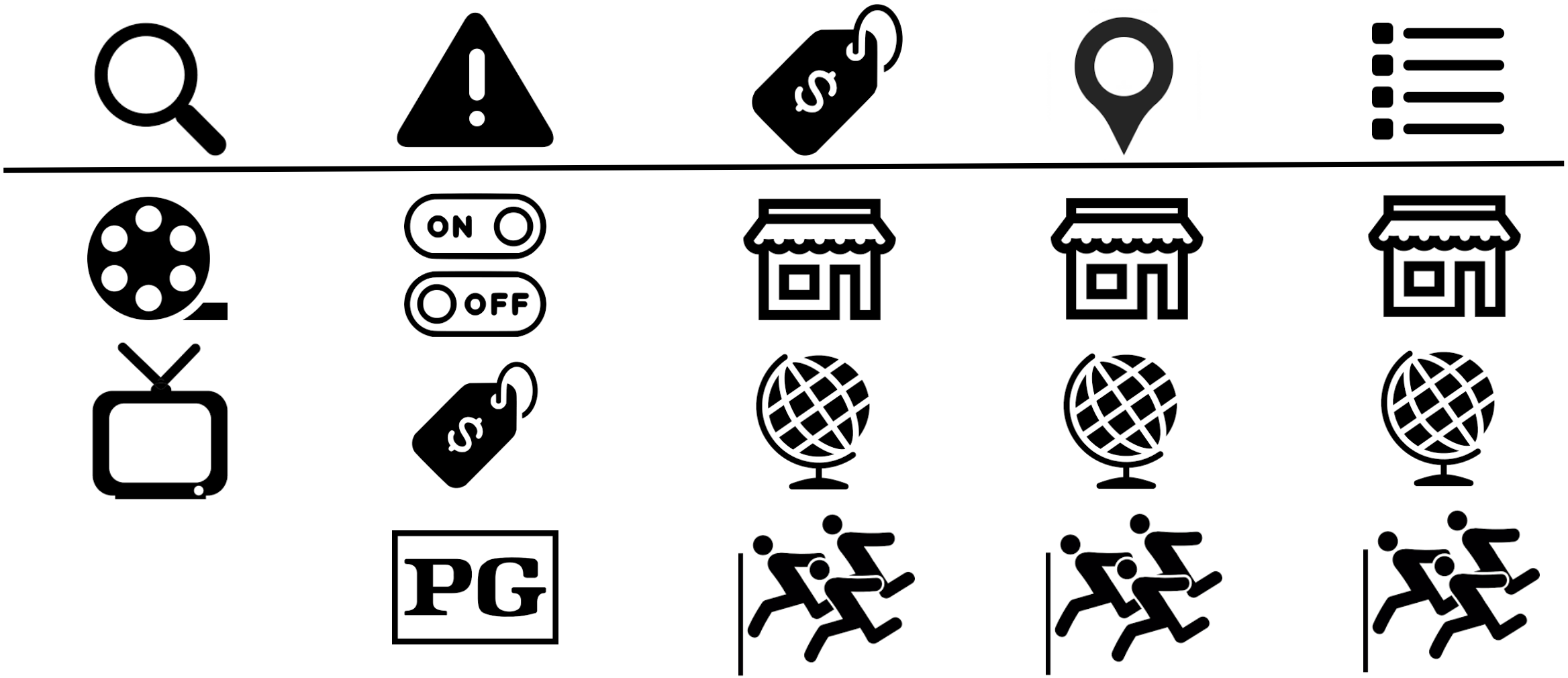




Data Filtering



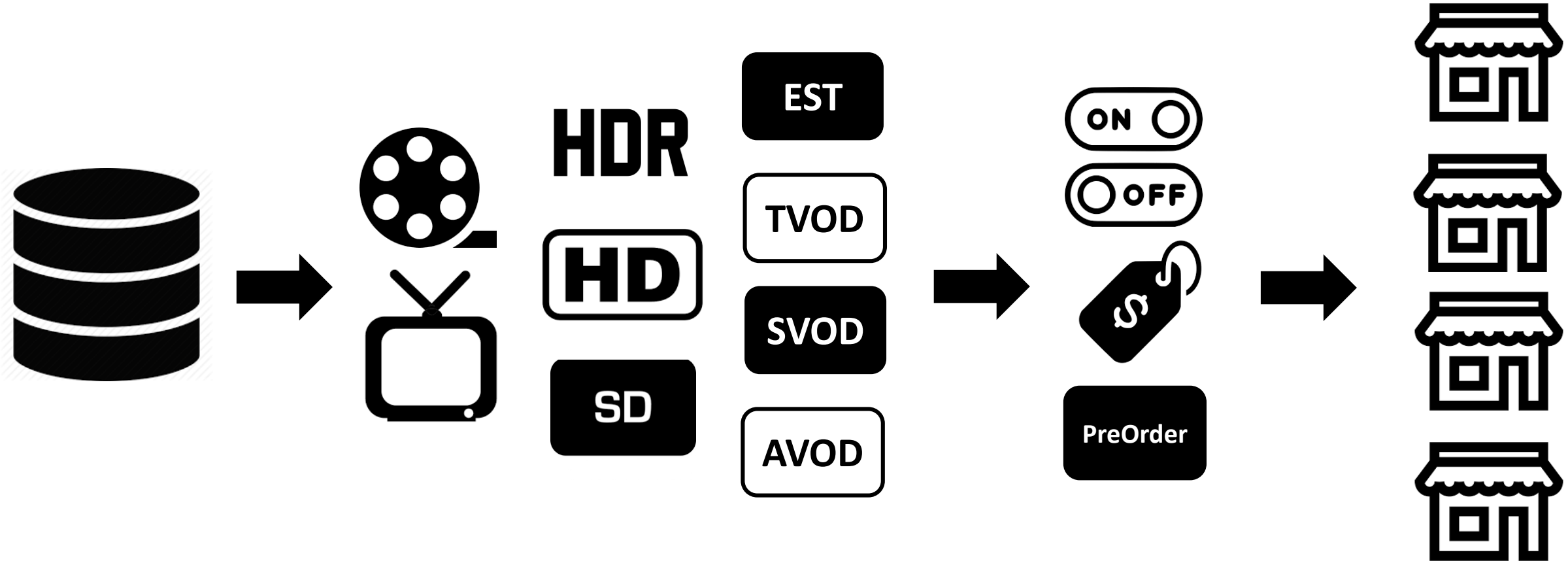
Library Dashboards



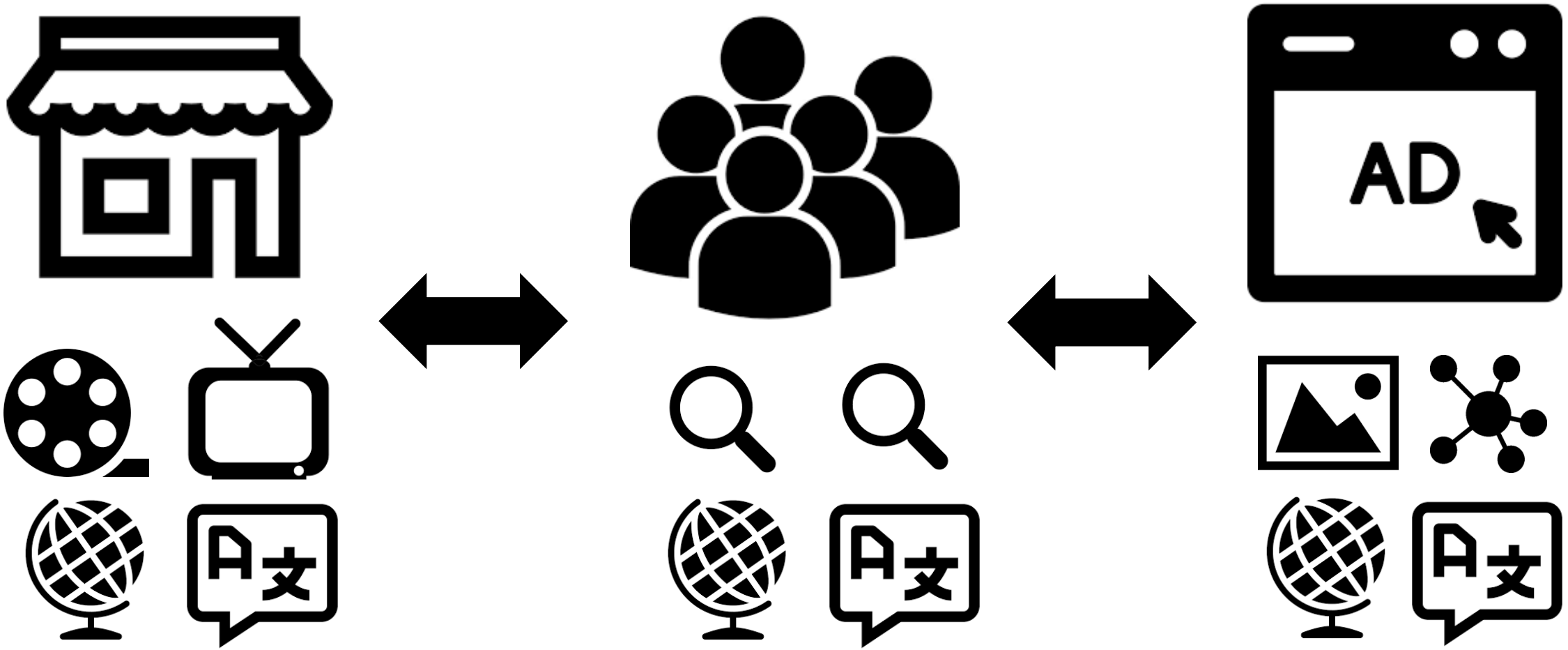
Non-Integrated Solution

Import, Export, Copy,
Paste, Pivot, Sort,
vLookup, Input, Email, Etc.

Update Platforms

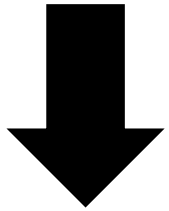


Social Media Marketing



Re·sult

A consequence, effect, or outcome of something



Re·fine

Improve by making small changes, in particular make (an idea, theory or method) more subtle and accurate

Storefront Management Simplified