

NAVIGATING THE NEW FRONTIER

IN MUSIC, MEDIA AND BRAND LICENSING



\$2 TRILLION
Media & Entertainment

\$270 BILLION
Trademark Revenue

3.16 MILLION
Worldwide Patent Applications

900+ BILLION
music streams in the U.S.A alone in 2018

AN INDUSTRY AS VAST AS THE GALAXY

Companies **managing multiple rights** attract more customers

DTC, OTT, SVODs
Netflix, Amazon, Disney & Apple TV+

Streaming Music and Diversification
Spotify changed the model, now attracting under-25s with original content; Apple Music, Amazon & more to follow

Today's celebrities are online influencers **building & licensing their digital brands**



AN INDUSTRY CHANGING AT WARP SPEED

The Challenges of Many Moving Parts



Massive volume of data in streaming music will manifest in other Rights & Royalties industries



Companies need to automate managing multiple rights to remain competitive



Profitable decisions hinge on real-time analytics



Data duplication must be avoided while servicing varied lines of business



Vistex provides Software from Launchpad to Lift Off

- 360° view of all rights for all exploitations
- Forecasting tools in a sales-friendly workflow
- Foremost flexible royalty calculator
- Streamlines incoming revenues & outgoing royalties
- Automates sub-ledger functions—revenue recognition, AR/AP, amortization

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SOLUTIONS FOR SAP

Innovative solution extensions for SAP software.

SAP resells this application under the following name:
SAP S/4HANA® for rights and royalties management by Vistex

About Vistex®

Vistex is a global enterprise software company headquartered in Chicago. The company is a pioneer in enabling organizations to better deploy their products and services through Go-to-Market programs. The software and services provided by Vistex help companies increase revenue, perform better with their business partners by managing trade, channel and vendor programs, pricing, and reduce costs incentives and rights & royalties. Optimized by industry and deployed on premise or in the cloud, enterprises are empowered with unprecedented visibility into the full life cycle of program performance through strategy, software, implementation, execution and analytics services.

Vistex Solutions for SAP software utilize the core SAP ERP and SAP S/4HANA environments to maximize customer investment.