Rightsline

Gain 360° Visibility Into All Your Rights

Why Rightsline?

- Best-in-class solution to manage the IP commerce lifecycle (Acquisitions, Sales, Distribution, Fulfillment, Financials)

- Highly configurable to support organizations of any size and diverse workflows

- Built from the ground up on AWS and modern tech

- Customer-centric focus and worldwide team provides true partnership

Additional Resources

- [API Documentation](#)
- [Rightsline FAQ's](#)

Product overview

Rightsline provides a comprehensive toolset to manage the complexities of managing intellectual property rights for creative content. Manage contracts for Film, Television, and Music Licensing and capture key deal terms, Rights Licenses, and Royalties. Rightsline manages Contacts, Projects, Catalog, Deals, Royalties, Inventory and Accounting like and supports the Content Rights Acquisition, Content Rights Sales, Content Availability, and Royalties payable business processes.

In-depth and ultra-fast avails, inventory management, contract and date tracking, as well as royalty and participation reporting. Integrate with your other systems via API, and more. With Rightsline, you can track the entire intellectual property supply chain: development projects, acquisition contracts, distribution deals and all the terms, conditions, and financial obligations within each. True end-to-end management

Product features

Rights Management

- Rights In (Owned/Acquired)
- Rights Out (Sales/License)
- Restrictions/Blackouts/Holdbacks
- Options/Clearances/Sales Windowing

Contract Management

- Acquisition
- Distribution
- Output
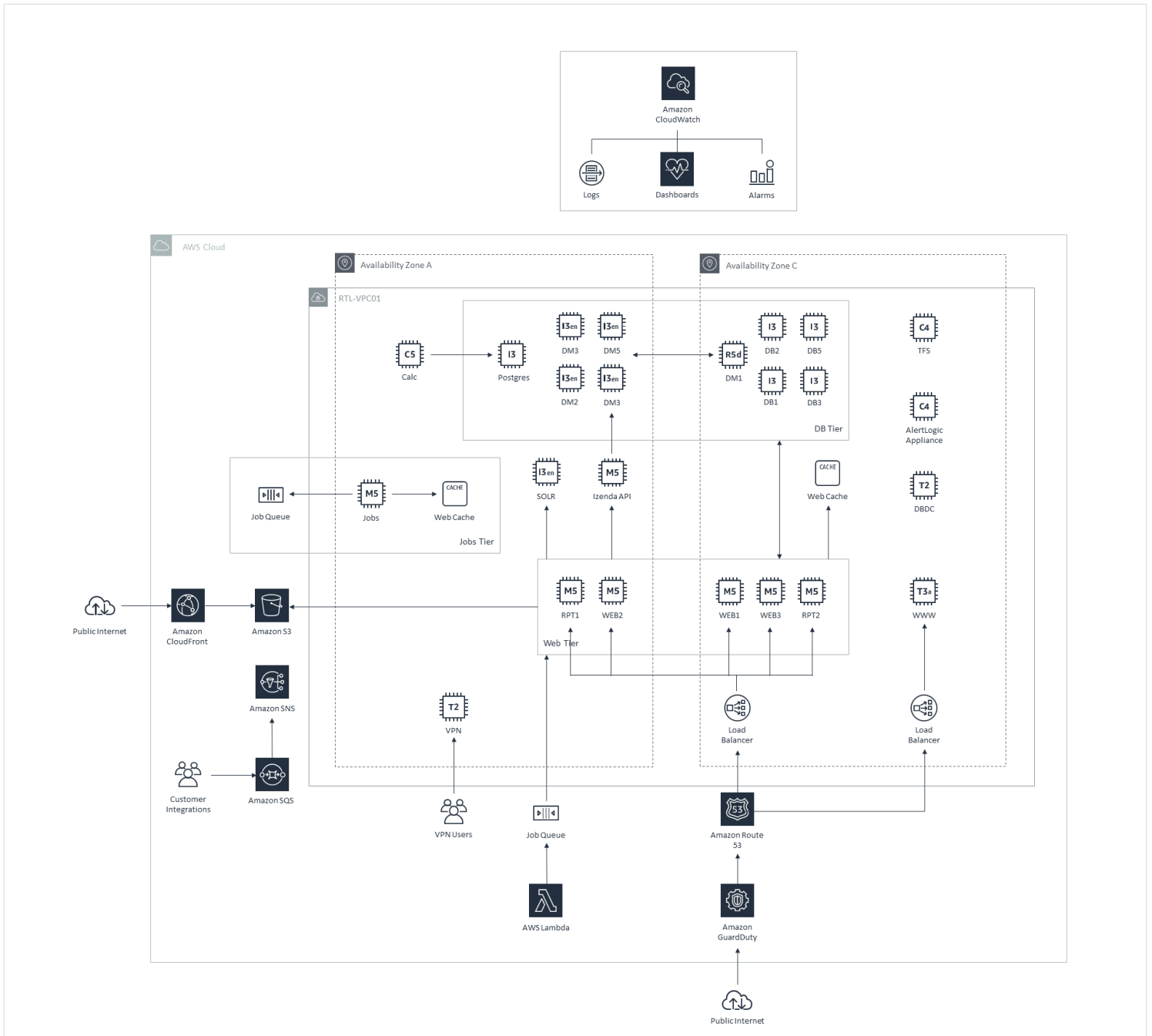- Production/Co-Pro

Financial & Accounting

- Royalty/Participations
- Billing Schedules
- Allocation
- Amortization
- Revenue Recognition
- Invoice/Check Creation
- ERP Integration

Workflow & Dates

- Custom non-linear workflows
- Date Math date trigger engine
- Email and in-app notifications

How it works

Rightsline gives you control of your Catalog, inventory, avails, deals, and royalties, with streamlined workflows and consistent data across departments.

Differentiators

- Highly configurable and adaptive to multiple industries and processes
- Completely horizontally integrated from IP creation through to distribution and financial operationalization
- Proven by some of the largest IP commerce companies in the world
- Robust extension architecture, including RESTful API and SQS/SNS architecture
- Super secure – AWS Well Architected and SOC 1/2 Type I/II compliant

Genius Brands International Increases Their Production by 30% With Rightsline

Challenge
As part of the operations strategy, they wanted to use a native cloud-based rights management platform to help improve their acquisition processes, avoid contractual issues and increase overall productivity by using a seamless reporting system.

Solution
Genius Brands uses Rightsline to streamline acquisition deals as part of their two-year vertical strategy to improve the production cycle, adding visibility to all daily content and their production ecosystem.

Benefits
- Production increase of over 30%
- Zero red flags for contractual bounds,
- 23% increase in acquisitions

GENIUS BRANDS INTERNATIONAL

About Genius Brands International

Headquartered in Beverly Hills, California, Genius Brands International, Inc. is a NASDAQ publicly traded global children's media company that creates and licenses animated entertainment content. Led by award-winning creators and producers, we distribute our content worldwide in all formats.

rightsline

About Rightsline

Rightsline is a best-in-class, comprehensive toolset to manage contracts, rights, and financials for all types of intellectual property.

> " *The more money you have the more rights you can acquire. When we started with Rightsline we had 30 acquisition deals, and right now, we are at about 130.* "
>
> **Kyle Ritchie, Director at Genius Brands International Inc (GNUS)**

Solution available in AWS Marketplace