



## Open Your Content for Business

LicenseStream reduces costs, increases business visibility and generates new revenue opportunities by making your content intelligent.

### Monetizing Content in a Fragmented Media Landscape is Challenging

Managing, distributing, monitoring and monetizing content on the Web is a nearly impossible task for content owners and distributors. When content is distributed and transactions are conducted, manual processes and multiple layers of administration needlessly diminish revenues.

### LicenseStream Opens Your Content for Business

ImageSpan's LicenseStream automates the costly processes of content licensing and royalty settlement, creating new efficiencies by making your content intelligent. Intelligent content moves freely across the Web with defined ownership, rights and restrictions, enabling flexible pricing based on use.

### A Complete Environment for Fully Monetizing Your Digital Assets

LicenseStream is now combined with arvato finance's PaymentLounge, a global billing, accounting and payment infrastructure. Together, these powerhouse platforms create a global content clearinghouse. By consolidating content licensing and royalty settlement in one global automated environment, this combined solution drives efficiencies in the content distribution lifecycle to speed the pace of transactions, deliver Web traffic, and drive incremental revenues worldwide to fully monetize your digital assets.

### Transform the Way You Monetize Digital Assets

- Eliminate legacy tools and time-consuming manual processes by automating licensing and royalty transactions, significantly reducing operating costs, improving profit margins.
- Consolidate all content reporting in one environment, enabling smarter planning, consistent metrics and a 360-degree view of all your licensing efforts.
- Easily apply complex business rules and confidently distribute content across multiple channels.
- Track content assets globally across the Web and turn infringing use into a revenue-generating opportunity with our automated tools.
- Conduct transactions worldwide and in more than 60 countries using local payment methods.

### Who can benefit from LicenseStream?



#### Content Owners & Distributors

Eliminate inefficiencies and make strategic decisions based on intelligent reporting



#### Enterprises

Optimize and protect content while reaping the benefits of the entire transaction lifecycle



#### Advertisers

Utilize a consolidated platform to target channels and demographics more effectively

## Contact Us

Find out how you can put  
LicenseStream to work for you.  
Call 866.240.8243 or email us at  
enterprise@licensestream.com.

# LicenseStream transforms the challenge of content distribution into revenue opportunity.

## Eliminate Inefficiencies and Increase Profits

- ✓ Reduce licensing and royalty settlement costs by eliminating manual processes
- ✓ Adopt a transparent, universal, standards-based licensing environment
- ✓ Open your content to new global revenue opportunities

## Settle Royalties Automatically

- ✓ Eliminate the need for manual, time-consuming payment processing
- ✓ Track and distribute millions of payments to affiliates, content partners, creators and advertisers over and over again and on a global basis
- ✓ Generate self-provisioning content that can resolve and enforce its own transactions

## Protect Your Assets with Content Tracker

- ✓ Make your content self-policing so that it's safe no matter where it flows across the Web
- ✓ Track your content assets globally and find out where and when they're being used
- ✓ Resolve unauthorized use and collect remedies with our automated tools

## Maximize the Value of Your Content

- ✓ Optimize your assets by consolidating licensing and royalty reporting through one automated environment
- ✓ Apply complex and dynamic business rules for monetizing content through multiple partners and channels
- ✓ Execute more effective marketing campaigns with comprehensive, centralized data

## Content that Moves with the Web

Whether content is monetized via subscription, ad-supported delivery or direct download, LicenseStream can optimize your content lifecycle to improve your bottom line.

ImageSpan has collaborated to deliver a combined platform with arvato finance services, a wholly-owned subsidiary of arvato AG, a Bertelsmann company that also delivers large-scale custom billing solutions for global search engines and Web properties. ImageSpan's LicenseStream and arvato finance's PaymentLounge, a global billing, accounting and payment infrastructure, are combined in a global content clearinghouse that unifies, drives and accelerates the trade of digital content, including video, images, audio and text.

Together, we offer a global billing network that can conduct transactions in more than 60 countries worldwide using multiple currencies and payment types. This enables us to extend efficiencies and eliminate processing costs for our customers. We can even automate your internal royalty distribution, slashing costs and making it possible to eliminate layers of administrative costs while giving you a piece of every transaction.



ImageSpan is the creator of LicenseStream, the market-leading licensing automation platform for all media types and businesses, from individual creators to enterprises. ImageSpan is the exclusive provider of license registry services to the PLUS Coalition.

## LicenseStream Global Content Clearinghouse



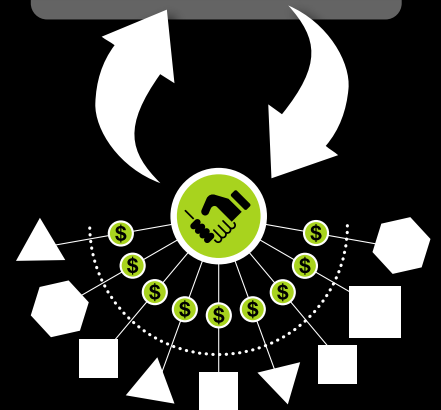
### LicenseStream

Content Licensing & Royalty Settlement

Content Tracking & Remedies

Global Billing & Fulfillment

### Arvato Finance



## Get Started Now

Find out how you can put LicenseStream to work for you. Call 866.240.8243 or email us at [enterprise@licensestream.com](mailto:enterprise@licensestream.com).

