



Internap Case Study Television Brand

Challenge

A major TV brand is launching an integrated digital business that involves licensing their content across multiple platforms that will be distributed via Internap CDN. The business models include video on demand, direct download and syndicated ad supported content. As they build the business they need control over licensing costs and the ability to streamline billing, reporting and settlement for their content.

Solution

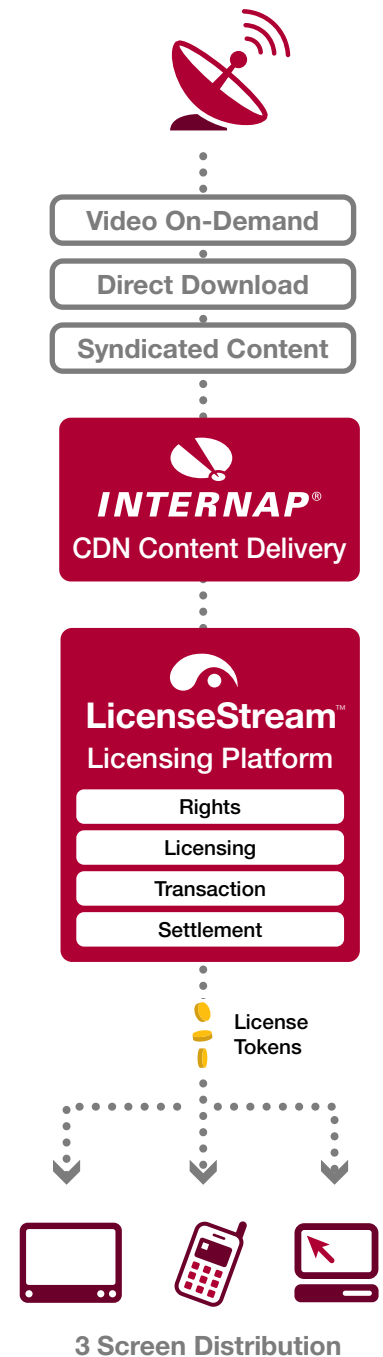
Internap's CDN coupled with LicenseStream's licensing token technology enables the client to have a highly flexible licensing solution that addresses all of their business models built right into their delivery solution. Internap can provide the client with full visibility into content activity and associated revenue all in one dashboard.

Capabilities

- A single site and login/credentials enables management of assets through a variety of channels and personnel both externally and internally.
- Organize all existing creative assets in a globally searchable online library.
- Assign content to specific and appropriate categories. Ability to download and re-use any asset for any production need throughout the production network.
- Track, audit, update and manage content, rights, usages, permissions and mashup of any and all content real-time and seamlessly to all production offices.

Business Benefit

This full set of content distribution and automated licensing tools allows any content company to build new markets while copy protecting and tracking usage across the organization while controlling the costs of licensing.



Internap's integration of ImageSpan's LicenseStream helps deliver and monetize content cost-effectively by providing a next-generation content delivery network combined with a completely automated authentication, licensing and billing platform for digital media. The combined service quickly and securely streams and distributes video, audio, advertising and software to target audiences with leading IP network performance while also managing the entire media transaction cycle of: rights, permissions, pricing, assignment, license generation, commerce management, royalty and billing settlement for digital content.