

USoft Product Information
URights



URights Intellectual Property Management

Media contracts are the foundation of all media productions, acquisitions and exploitations. The contract determines all of the activities, payments and restrictions that apply throughout the life of a media asset.

The development of digital media handling techniques and the advent of 2nd generation media asset management software products is increasing the speed and frequency of media use and with it the corresponding need to reference the supporting contracts and documentation. This in turn is driving the need to automate and streamline media company back-office processes. Automating the back office is becoming equally as important as digitizing the content.

In all forms of media, whether it be broadcasters, publishers or mobile-phone operators, the management of the contracts for acquisition and exploitation of the content is more important than ever.

Media businesses are run on tight margins and the ability to know what content is available and the expected publishing costs are vital to maintain cost effectiveness. Knowledge of rights and costs enables digital content to be made available for broadcast, publishing or downloading with confidence.

An Effective Solution

URights is a software solution that helps media companies to manage their rights, contracts and royalty payments. It is a simple, cost-effective, reliable and fully customizable solution. The expertise behind URights has grown out of many years of experience working in the global media sector.

What is URights?

URights replaces paper contracts with a structured repository of information which is used to generate fully formatted contracts ready for signature. It manages the complete life cycle of all Production, Acquisition and Exploitation Contracts.

URights manages all the key events and restrictions in the lifecycle of contracts and provides an automatic workflow for tracking the events.

URights is a rights contracts management system. It stores rights and contract information of great complexity in a way that is systematic, searchable, and easy to understand.

URights enables rights clearances within seconds for any combination of programmes, footage, stills, music and publications.

URights has a sophisticated payment calculation engine that can be configured to produce all primary and secondary payments.

Problems Solved

Do you recognize any of these situations?

- Assets are used without permission.
- Sales or Re-Sales are made difficult by complex rights contracts.
- You are missing opportunities to sell or use “free” material.
- Rights are allowed to lapse, unused.
- Clearance requests are manual and laborious.
- Paper contracts go missing.
- Payment deadlines are missed.
- People spend too much time scrutinizing legal documents.

With URights, consider them solved!

Key Features

With URights you can:

- Control your media assets and rights.
- Generate complete contracts.
- Check for unused rights.
- Get alerts for expiring rights.
- Perform online clearance checking
- View contracts online.
- Automate payment calculations.
- Avoid misuse of copyright.
- Provide management information reports.

Benefits

URights will help you:

- Generate more revenue from your assets.
- Prevent the use of assets outside their rightful domain.
- Fully exploit the rights that you have.
- Replace costly reading of paper contracts to establish clearances.

DAM Alliances

USoft is pleased to announce that it has alliances with some of the most successful DAM product suppliers, namely ADAM, Calamares and TMD Mediaflex. URights and these products perfectly complement each other in the management of digital media and its associated contracts. Driven by a sophisticated workflow manager, the full cycle of ingestion, editing, clearance, acquisition, payment and sale of digital content can be achieved in a fully-automated and streamlined process.

About USoft

USoft is a Dutch Independent Software Vendor (ISV), well known for its software suite delivering a Dynamic BPMS and Model Driven Architecture based upon a Business Rules Engine. Our focus lies on delivering business systems that can be realized in a very competitive time-to-market and offering a low total cost of ownership. These systems all share a strong emphasis on adapting to changing processes and business rules while maintaining the integrity of data across changes, processes and systems. Delivering proven web applications (either based on .NET or JEE), traditional client/server systems or exposing a set of web services to fulfill the needs of our clients in the present and future.