

Rights management and licensing

This workflow automates the rights management and licensing process for media content, tracking usage rights, managing license agreements, and ensuring compliance across distribution channels.

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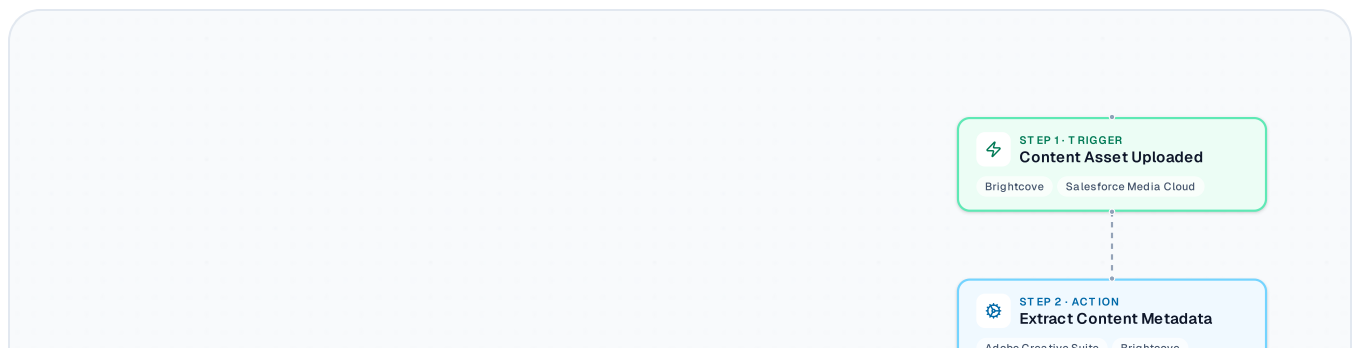


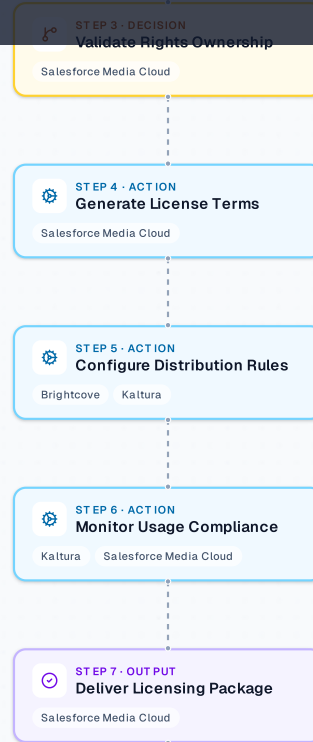
WORKFLOW TRIGGER

New content asset is uploaded to media library or licensing request is submitted

Visual Flow

Each node represents an automated step. Connections show how data and decisions move through the workflow.





Step-by-Step Breakdown

Detailed explanation of each automated stage in the workflow.

1

Content Asset Uploaded

A new media asset is uploaded to the content management system or a licensing request is received. The system captures metadata including content type, creator information, and initial rights data.

Brightcove

Salesforce Media Cloud

2

⚙️ ACTION

Extract Content Metadata

Automatically analyzes the uploaded content to extract technical specifications, duration, format, and embedded copyright information. Cross-references existing content database for similar assets.

Adobe Creative Suite

Brightcove

3

🔍 DECISION

Validate Rights Ownership

Checks if the content has clear ownership rights and existing licensing agreements. Routes to manual review if rights are unclear or conflicted.

Salesforce Media Cloud

4

Generate License Terms

Creates standardized licensing agreements based on content type, usage requirements, and territorial restrictions. Populates contract templates with specific terms and pricing.

Salesforce Media Cloud

5

ACTION

Configure Distribution Rules

Sets up automated distribution parameters including geographic restrictions, time-based licensing windows, and platform-specific usage rights. Applies DRM protection settings.

Brightcove

Kaltura

6

ACTION

Monitor Usage Compliance

Tracks content usage across all licensed platforms and channels to ensure compliance with licensing terms. Generates alerts for violations or expiring licenses.

Kaltura

Salesforce Media Cloud

Deliver Licensing Package

Provides complete licensing documentation, usage tracking dashboard, and automated compliance reporting to rights holders and licensees.

Salesforce Media Cloud



Outputs

- Executed licensing agreements
- DRM-protected content assets
- Compliance monitoring dashboard
- Revenue tracking reports



Key Metrics

- License processing time
- Rights compliance rate
- Revenue per licensed asset
- Contract renewal rate

Tools & Integrations

- Adobe Creative Suite
- Brightcove
- Kaltura
- Salesforce Media Cloud

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