

A POWERFUL RIGHTS MANAGEMENT SYSTEM BUILT TO HANDLE TODAY'S COMPLEX CONTRACTS

Industry

Media & Entertainment

FilmTrack Solutions

Contract & Availabilities Manager

Challenge

Their existing system was struggling to organize their content by multiple dimensions and keep up with the complexities associated with contracts. They needed a solution that would grow with their expanding library and help manage and better organize their content on a granular level.

Results

- ✓ Better organization
- ✓ Reports with more granular visibility
- ✓ A scalable solution that fits their rapidly expanding business

K2 Studios operates as a studio for the large screen film industry, responsible for financing, global distribution, and marketing. They are exhibited by some of the best known large screen brands as well as other specialty theaters located in museums, science centers, zoos, aquaria and other destination venues. K2 is also a leading distributor to TV and other non-theatrical platforms worldwide. Its catalog also contains a wide variety of standard screen documentaries, action sports, lifestyle, travel, and music related programming.

Challenge

When K2 opted to deploy their first rights management system, it appeared to have everything they needed to manage their fast growing and increasingly complex business. But when they started to experience exponential growth, they quickly realized they needed the ability to search and pull data on a more granular level. Their existing system was struggling to organize their content by multiple dimensions and keep up with the complexities associated with contracts. They needed a solution that would grow with their expanding library and help manage their content on a granular level.

Solution

"FilmTrack provided us with a solution that was not only scalable with our rapidly expanding business, but also provided the ability to better organize our content and report on it at a very granular level. This was something no one else in the industry was able to provide and it has allowed us to continue to scale and differentiate in this ever-changing landscape," states Paula Tagle, Manager of Film Distribution, Digital & Online Media.

About FilmTrack Inc.

Founded in 1996, FilmTrack is the global standard in entertainment rights management and associated financials. They provide end-to-end SaaS solutions and specialize in simplifying the complexities of managing and licensing intellectual property. FilmTrack's cloud-based platform allows entertainment and new media companies to manage contracts, rights, financials, royalties and participations all under one roof. Visit FilmTrack.com for more information.

