

MANAGING MEGA STAR CELEBRITY ENTERTAINMENT RIGHTS

Fast Facts

Industry

Brand Licensing

The Customer

Media rights company managing several key star royalties and entertainment rights. Their core objective is to meticulously account for all images, personality, avatars, and memorabilia.

Results With FilmTrack's Brand Licensing Manager (formerly RoyaltyZone)

- Storage and organization of all brand assets
- Complete contract compliance
- Automatic billing and reporting

The Challenge

One of our world-recognized robust brand owners had a wonderful problem. They scored a major victory by acquiring exclusive rights to the image of a Hollywood legend. Once they assumed control of that star's legacy, the company knew that licensing the actor's images, personality, avatars, and memorabilia had to be perfectly curated, wisely administered, and accounted for down to the last penny.

Such detail has been the sticking point for many entrepreneurs, as one-time licensee Lou Ellman — [RoyaltyZone Founder](#) — was well aware:



“Royalty reporting used to be filling out a paper form, writing a check, licking a stamp, and putting it in the mail. Around 2005, we developed a digital system to eliminate the hard work of calculating compliance.”



Ellman was determined to develop software that would solve the entire range of license management needs. It would be simple to use; adaptable, so products could be uploaded, worked over and approved all in one place by all involved parties; and web based, so that licensors, licensees and agents could work cooperatively with licensing proposals, royalty reports and digital assets, avoiding emails and paper.



The result was RoyaltyZone (now FilmTrack's Brand Licensing Manager), about which Ellman boasts:



“All the moving pieces of license agreements are managed and monitored and automated by the system in an online way.”



How RoyaltyZone Played a Part

Upon coming to the attention of the media company, RoyaltyZone began playing its part in bringing the management of their mega star's 20th-century legacy into the 21st century.

RoyaltyZone's first arena of opportunity concerned the organization of an extensive photo library to which worldwide third-party licensees, clamoring to put the star on T-shirts and such, sought ready access from one central digital location. At the same time, the software needed to facilitate the media company's ability to confirm users' authorization and ensure that they conformed to the images' approved purposes.

As the media company's senior vice president of finance tells it:

"We looked into different alternatives, but we drilled down to RoyaltyZone because of that capability in terms of storing the digital assets. And then later on, as our licensees submitted their products for approval, that system was very helpful to us as well."

"It's not uncommon for our teams to be working on over 150 product submissions each day for even one of our managed celebrities".

Upon acquiring more world recognizable legends, RoyaltyZone helped the media company work through the approval process for hundreds of additional proposals and, at the back end, painstakingly check for contract compliance.

The media company team explains:

"We have to make sure that we understand and monitor our contracts for accounting purposes and manage our cash flows. We have to make sure we collect our money."

"With such a multitude of partners, it's hard to imagine how we would be able to keep track of all of the facets of the brand — royalties, contract terms, and partner requests — if it weren't for RoyaltyZone."

So while the heart of the system is the database of licensing agreements, it also serves financial purposes, particularly in billing and royalty reporting. At first, the media company's clients resisted using software, concerned it would be too complicated. RoyaltyZone assuaged those fears.

The media company team explains:

"We have a lot of licensees using the system right now. They understand it. It's easy for them to use it. And that's a good thing for us, because it means we're able to get reports automatically, and we get the benefit of the system checking the royalty reports for us."

"RoyaltyZone set the system up expressly for licensing businesses. And they always address any concerns and ensure we can keep up with the needs and demands of our organization."



That includes requests for new features, updates, and enhancements, which have been handled even more robustly since RoyaltyZone's acquisition by FilmTrack in 2016. City National Bank further acquired FilmTrack in 2019, which turned out to be a real game changer for many customers.

The media company's team says:

"FilmTrack's involvement and subsequent acquisition by City National Bank really changed the game. Today we meet up with them on a quarterly basis. We have an assigned customer relationship person who inquires about our needs, our concerns, and how we move forward with the relationship."

The collaboration with RoyaltyZone has been a win-win — and one might throw in a third "win" for the manufacturers, retailers, and customers of quality merchandise commemorating some of the biggest stars in the galaxy.

As the media company team puts it:

"RoyaltyZone was able to keep up with us, with our pace, our continued demands, and requirements. And I think they've grown a lot as well. Our types of needs will never go away. ... We always ask for a high level of service and attention, and they've been able to perform to that expectation."

Media companies want as close to a 'One click, and we're done!' application and FilmTrack's RoyaltyZone, now [Brand Licensing Manager](#), delivers as close to that as possible.



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](https://www.filmtrack.com) for more information.

