

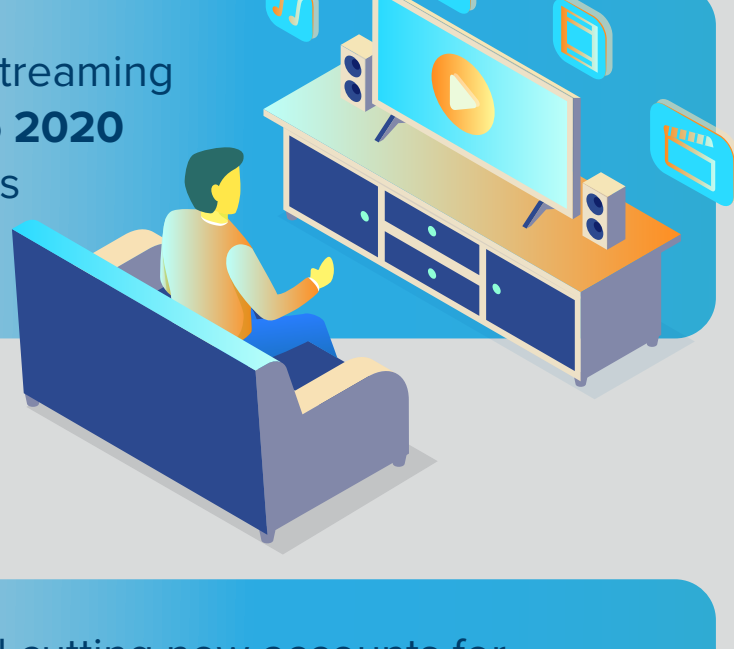
2020 Trends for Streaming TV Watchers

As Americans Stayed Home, Here's How It All Added Up For OTT

100%

increase in Streaming from 2019 to 2020 for Americans ages 25-54

Source: Nielsen

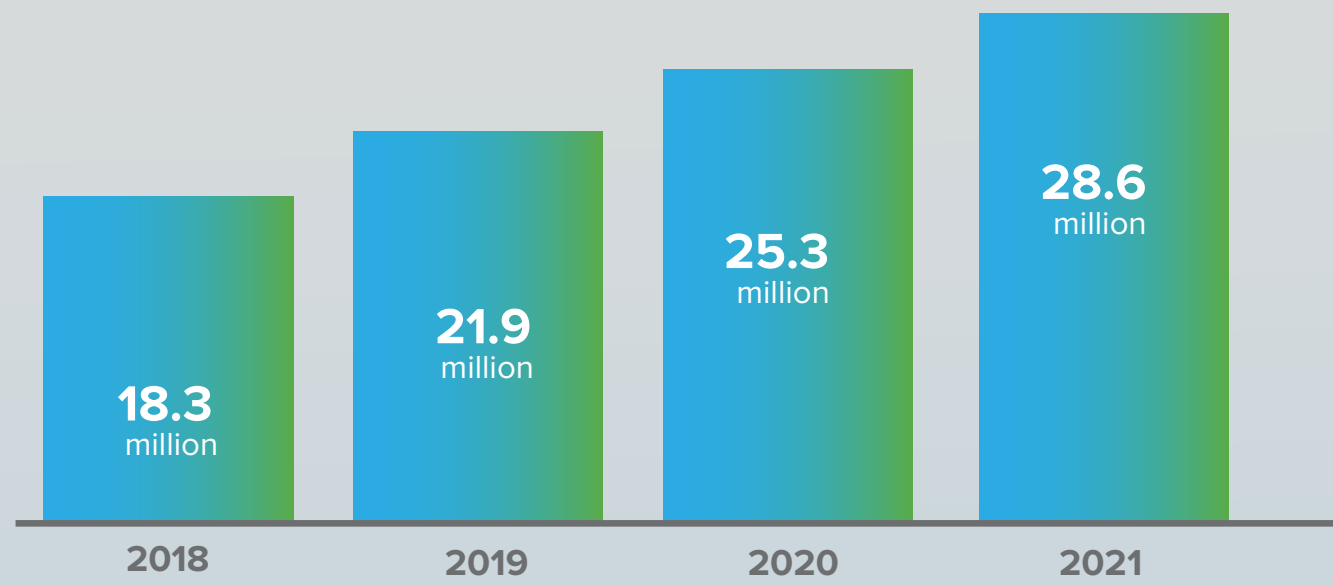


25.3 million households quit cable in the first 6 months of 2020

Cord cutting now accounts for **19.9%** of US households in 2020, raising their numbers to a staggering total of **25.3 million**.

Source: Forbes

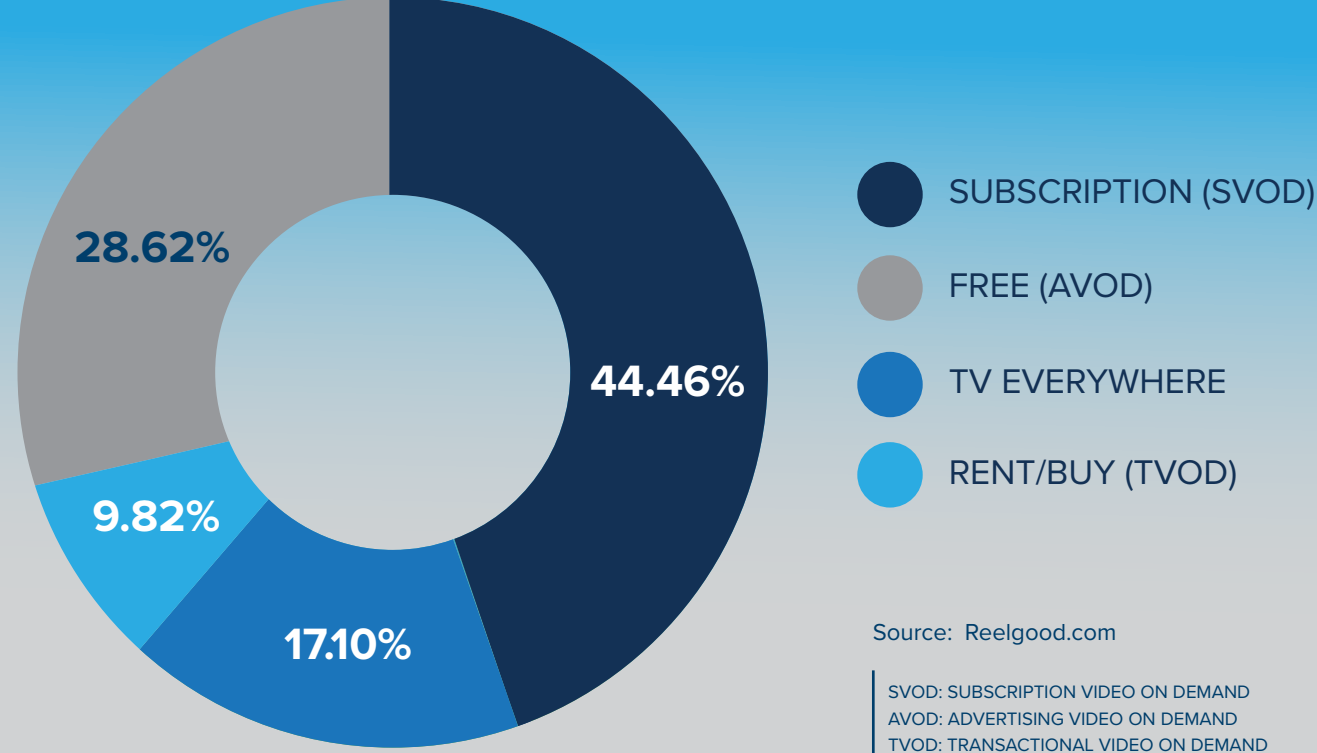
Total US Households that Have and/or Will Cut the Cord 2018-2021



Source: NoCable.org

Viewership Share of Streaming Service Types

* based on all playback/streams initiated via Reelgood from March 2020 to April 2020



Source: Reelgood.com

SVOD: SUBSCRIPTION VIDEO ON DEMAND
AVOD: ADVERTISING VIDEO ON DEMAND
TVOD: TRANSACTIONAL VIDEO ON DEMAND



RIGHTS MANAGEMENT IS MORE CRITICAL THAN EVER

Rights owners still need to impose and enforce access restrictions to maximize their content's value, while maintaining their brand integrity.

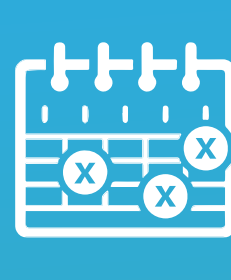
The Benefits of Software Helping It All Add Up



Maximize brand value
Prevent your content from being diluted by overexposure



Gain revenue
No more missing sales opportunities



Prevent scheduling conflicts or omissions
Avoid revenue losses due to overlapping bookings and gaps in exploitation windows



Reduce Audits
End the unnecessary audits licensors demand due to inaccurate management



End Penalty Payments
Avoid being in breach of contract and triggering contract clause penalties



Improve Brand Respect
By preventing avoiding mistakes leading to streaming or broadcast mistakes, your sterling reputation remains intact

NEW TECHNOLOGY PLAYS A STARRING ROLE

Solutions must be equipped with the functionalities necessary to manage and enforce rights in non-linear as well as linear exploitation models



SEE THE NUMBERS

Complete control of your rights & finances



SEE WHAT WORKS

The whole truth, and one version of it



SEE WHAT TO DO NEXT

Real-time insight into IP performance



How Vistex Adds Value

The exponential number of transactions fueled by increased demand for content in the direct-to-consumer economy requires media and entertainment companies to better licensing agreements. Major studios, broadcasters, operators and distributors trust Vistex software to streamline the entire contract to consumption workflow from content management, execution and compliance, rights ownership and exploitation, to royalty calculations and partner reporting. Content producers and distributors gain unparalleled access to rights usage, improve accuracy and leverage real-time visibility into profitability.

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the topline and the bottomline. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

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Vistex

Now it all adds up