



## Purpose

Media content is always bound to specific usage and repurposing rights; there is no media asset without them. Rights situations can be very complex, especially for video and audio content. Rights may vary within one audio or video clip, making the rights situation time-dependent. Interplay® provides a Rights Management System that is fully integrated in all the Media Asset Management functionalities, enabling the annotation, retrieval, display and execution of usage rights and restrictions. Interplay Rights Management can handle global or time-dependent rights, and assign separate rights for audio and for video tracks.

## Definition

In Interplay, each media object can have global rights as well as time-dependent rights. Global rights refer to the entire media object. Time-dependent rights describe the rights situation for a specific segment of a video or audio clip. For all time-dependent information Interplay employs “strata”. These are editable, synchronized text fields that accompany an audio or a video clip over its full length. Because the rights situation can be different for audio and video tracks, there are different strata video and audio rights.

In the first instance, rights situations are expressed in simple terms such as “free to use”, “fully restricted”, and “partially restricted,” and are displayed as different colours or “traffic lights” symbols. But the rights situation can also be described in more detail by the rights owner and rights coverage. This can be done directly by typing in the rights information into Interplay or using references to contracts that describe the rights situation in detail.

## Functionalities

Rights Management functionalities offered by Interplay are divided into three groups: 1) Rights Annotation, 2) Rights Retrieval and 3) Rights Information.

Rights Annotation is done in the Interplay client applications. For each media object, global rights can be set in Web Cataloging as well as in all ingest or import workflows. Rights information can also be imported from third party systems. Time-dependent rights can be set in Interplay Cataloger, which provides four strata for the annotation of the rights –situation: 2 strata for the description of video rights and 2 for the audio rights. Users can split up the video tracks as well as the audio tracks into multiple segments, where they can describe the rights situation for each segment separately. Further references can be added into the rights strata such as contract numbers.

Rights Retrieval is integrated in the search capabilities of Interplay Web Retrieval. Users can search and retrieve assets with specific global rights. Using the strata search, users can also search for a segment in video assets that has specific keywords and specific rights.

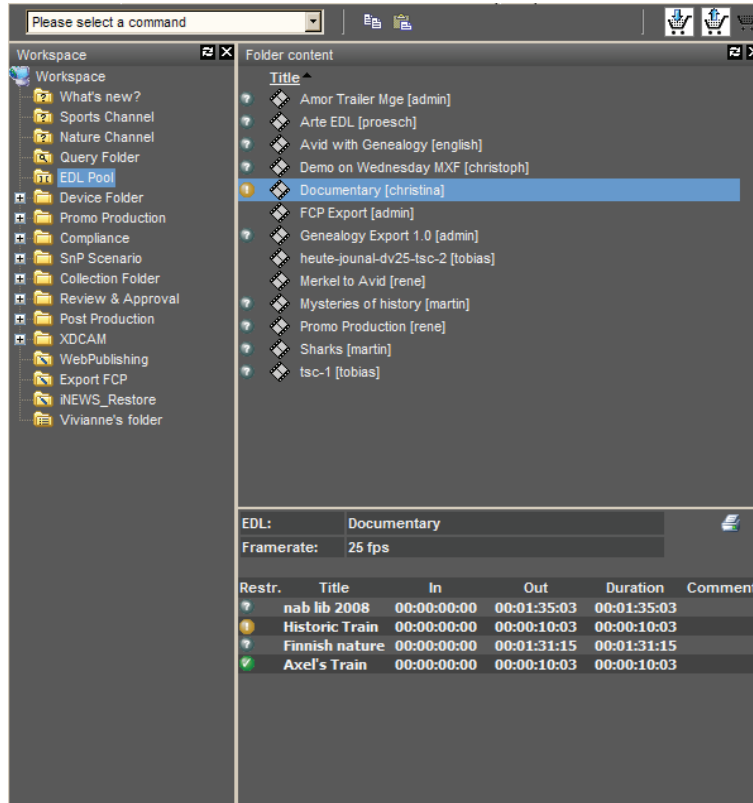


*Rights Annotation in Interplay Cataloger: Green - “free” segments; red - “restricted” segments*

Rights Information is integrated into all steps of the Interplay workflows. When watching a video, creating a clip or compiling an EDL, the rights information via traffic lights is always alert. Even when creating an order that contains multiple objects, tracks, EDLs, the rights traffic lights give notice on the exact rights situation of the order. The rights information is calculated and reflects the up-to-date rights situation of the clip, EDL or Order (see below). In-depth, time-dependent rights information can be obtained from the detailed views either in Web Retrieval (Strata View or Segment View), or in the Cataloger (see Figure above).

# Integrated Rights Management

## Interplay Media Asset Manager



*Rights Information in Interplay Media Asset Manager: Rights information for each object, EDL and Order*

## Capacity and Performance

The Rights Management capability is fully embedded into the Interplay SOA framework and provides:

- Virtually unlimited number of rights Information (global or time-dependent rights contained in strata) in the system
- Virtually unlimited number of tracks, EDLs and orders with rights information displayed. Displaying rights information may slow down with increasing number of tracks, EDLs or orders, because the rights information is calculated and updated continuously.

## Configuration Options

Rights Management within Interplay can be activated in accordance with the user's needs. Rights information in the hit list of the search or in the detailed views can be configured or switched on and off directly.

The Interplay system is flexible with respect to rights expression and execution. Using the workflow capabilities of the Interplay system, you can react to each rights situation individually by denying access and re-use, or employing an approval or rights clearance scenario. According to your rights policy, the use of forbidden materials can be completely prohibited or assigned to the user or a supervising and approving body.

## Building Integrated Solutions

Interplay Rights Management can be accessed by third party applications of a company, institution or organization. Interplay Rights Management can also read or import rights information from third party applications or systems. Interplay Rights Management can further contain references to third party rights, contract management systems, billing and/or purchasing systems and platforms. Interplay's workflow control also allows notifications to be sent to ERP or billing systems to enable automated billing and cost control.

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## Supported Platforms

Rights Management capability is fully integrated into the Interplay SOA framework and requires no extra software. Rights Management can be applied to all client applications for searching, browsing, EDL generation, order management, and exporting. The rights information is available via web access and can be used on a Windows workstation via an Internet Explorer Version 7 or 8, or on a Mac client via the Safari 4.x web browser.

Interplay server components require Windows 2003 or 2008 Server, .NET framework and MS SQL Server 2005 or 2008 database installation.

For more information visit [www.avid.com/interplay](http://www.avid.com/interplay)

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