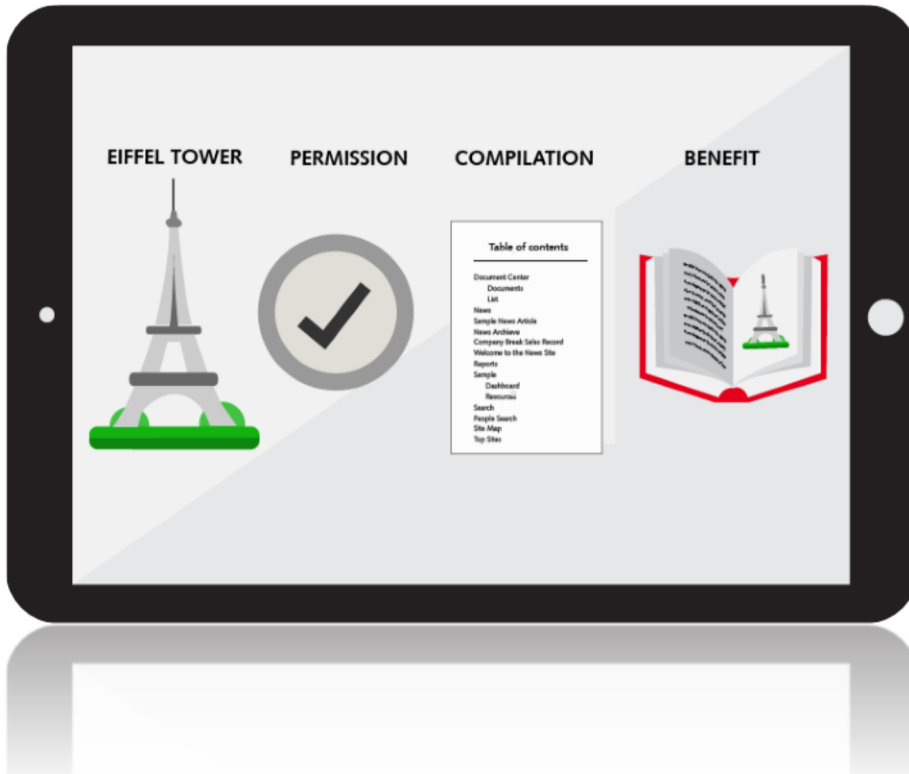


SCHILLING RIGHTS ASSET MANAGEMENT



BENEFITS AND KEY FEATURES

Simple registration and tracking of all assets

Overview of all utilisations of primary and secondary rights

Easy validation of your assets

Keep track of all your assets and rights with Schilling Asset Management

Be in full control of your assets

To keep pace with external and internal demands on publishers regarding control, insight, and the best utilisation of rights, Schilling continuously develops systems and tools to handle these areas. The latest addition is Schilling Asset Management – a tool that registers and keeps track of all assets that are used by a publisher and of the publications they are used in.

In light of current trends such as digitisation, increased competition, and constantly changing markets, it is more important than ever to be in control of your assets. Are you allowed to sell illustrations to a publisher in Germany? Are you allowed to print 1000 extra copies? Do you allow the film company to use the cover picture? Whom should you ask for permission? Don't worry – Schilling's publishing modules provide the support you need.

Why Schilling Asset Management?

Schilling Rights ensures that acquired assets are registered and optimised through royalty-based publisher agreements. But most publications include a wide range of assets that are typically settled in other ways but which you must also keep track of. These may be printed or digital assets, such as:

- Cover photos and graphics
- Preface and illustrations
- Photos, maps, diagrams
- Texts and poems
- Film clips, videos
- Audio, recordings, music
- Fragments of other publications
- Etc.



Registration of assets

When you create an asset it is given a unique number, and then you should as a minimum link a description and a type to the asset. The asset may be an existing asset that belongs to a known rights owner, but it may also be a request for use in connection with a work in progress, for example a picture of the Eiffel Tower. The latter may involve a prolonged work process with many possibilities and unknown ownership, so to support the process we have integrated the Schilling Note module in the asset display that automatically logs users, times, and notes so that you can always see the full history.

Permission and payment

When you have selected an asset, identified the rights owner, and decided the final make-up of the work, you need to obtain the permission for use. The permission includes various parameters such as the rights of use of formats, languages and territories, and sometimes certain limitations for use. This may be time limitations, a limit in the number of books you are allowed to produce, or in how many different publications you can use the asset.

Compilation

When you compile a publication, i.e. put together the individual assets including the rights that apply to the particular publication, the assets are registered, and data is linked to Schilling's other publishing modules (PLM and Rights). This enables you to see exactly how many copies you have printed in total, or in how many different publications you have used the particular asset – or if you have the rights to sell the illustrations to Germany.

Validation

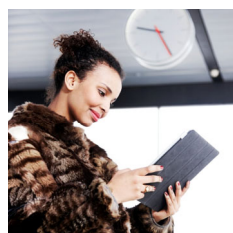
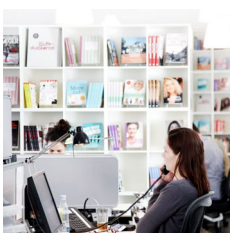
The major benefit of Schilling Asset Management is that you can press just one button and see if there are any pieces of content that must be renewed, renegotiated, or changed. If you publish anthologies, songbooks, textbooks, or any other complex publications with many contributors, then you know how time-consuming and laborious it is – every time. You can also keep track of the sales of products that are not printed and put in stock, i.e. purely digital publications and print-on-demand titles.

With Schilling Asset Management you can:

- Keep track of all agreements and avoid any unauthorised use of the rights of others.
- Ensure that rights are registered and settled.
- See how many copies of an asset you have printed in total, in how many publications you have used it, if you have the rights to sell it in other countries, and how many you have left.
- Ensure correct validation (knowing exactly which asset permissions you have and when they expire).
- Avoid any wrong use of your assets.



If you would like to know more about Schilling Rights and Asset Management, contact us at +45 70 27 99 00 or read more on www.schilling.dk.



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