



Content & Solutions for all screens



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Akamedia announces new models for licensing footage and short content

***To meet the needs of the industry and facilitate the production of programs for all screens,
Akamedia launches 3 new licensing models for its clients***

Model 1: The “Co-Production” Footage License

After long discussions with independent production companies, Akamedia realised that the risk of buying premium footage for producing a documentary, a transmedia project or a new show that needs to be resold/syndicated several times to be amortised is getting to high. Akamedia convinced several of the main rights-holders to give free access to their collections to create new programs with a double agreement, the remuneration of the footage on a time pro-rata base for each sale of the program, plus the support for reselling the program in other territories and to other screens.

Model 2: The “PSPB” (Per Story / Per Broadcaster) Footage License

To match new needs for re-using the stories they produced in different shows on different channels (different programs of the main channel of a Broadcasting group + the news channel + the documentary channel, the catch-up TV, the tablet app, the channel websites and eventually its YouTube or DailyMotion channels...), we launch the PSPB Footage License that gives our clients a unlimited use of the footage they licensed from us within a story that they can integrate in all their programs.

Model 3: The “AdRevShare” Content License

After several tests with new players from the Internet world, we launched several collections of short programs and/or footage available for remuneration on a sharing base of the revenues made by selling advertising around the clips (pre-rolls, post-rolls, accompanying banners and overlays). These collections will be available for all media clients, including ad-networks, brands and corporations.

«In a fast changing industry, not only new media players but also traditional broadcasters need to find cost effective solutions to access the footage that they need to produce their programs» says Akamedia's founder Lionel Faucher. «We had long discussions with the right holders and with our clients to find new ways to meet the needs of the production for the old and new screens, and to bring decent remuneration to the right holders so that they keep creating and managing their assets.»

About Akamedia - www.akamedia.net

Akamedia provides premium content, advanced distribution solutions and production services for all screens. Harnessing the power of the Internet as well as the latest developments in video automation, Akamedia facilitates the trade of video material globally. The company has received many awards including the prestigious 'Red Herring Global Winner'.

Akamedia runs the leading video news service on demand www.newspusher.com that gathers 500+ new stories everyday and provides online access to more than 450.000 clips.

Akamedia also manages the online music video store of PPL UK www.pplvideostore.com, the funny clips video store of Novavision videostore.novavision.fr, as well as the distribution platform of the official coverage of Cannes Film Festival video.tvfestival.tv.

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