



Monetize and License Content to Generate New Revenue!

Maximize license sales of your content at all levels and media types:
Text, Images, Photos, Logos, Audio and Video using automated processes!

- **Automates pricing** – selectable rights variants automatically price for instant sale
- **Mitigates copyright liabilities** – through content tracking at ‘granular level’
- **Tracks license inventory and royalties** – providing detailed audit trail
- **Boosts efficiencies** – streamlines processes
- **Automates sales** – uses advanced shopping cart technology with payment by credit card payment, check or purchase order
- **Automates reprint orders** – selects reprints by type, quantity and quality
- **Automates Quotes / License Agreements** – computer generated agreements

Digi-Rights® RLS... Speed-up Licensing and Sales of Digital Rights... and Mitigate Liabilities!



Desktop and Mobile
Access your Rights Portal from both Desktop and Mobile devices for 24/7 availability



Streamlines Workflow
Content chunks are assigned a Rights Profile with ‘tiered’ pricing to eliminate manual tasks



Process Sales Electronically
1-click automates orders, processes payment, and creates a license agreement



Flexible Pricing
Enables special pricing for volume discounts, preferred accounts and promo specials



SEO Optimized
All catalog items are searchable on leading search engines... increasing discovery of your content



Connect to Social Media
Buyers can post comments on Social Media to broaden your exposure to Global markets... thereby increasing sales!



Easy-View ‘Oversight’
Manage all Rights from a central Dashboard from your PC, Mac, iPad or Tablet – and enter items anywhere, with ‘Cloud’ Storage



Live Chat
Optional chat connects directly with our sales agents or your sales agents to boost point-of-purchase sales



Add to Wishlist
Place items in Cart or Wishlist for purchasing at a later date...Ideal for lightbox or quotes needing prior approval



Pro-License (option)
Optional Support – provides license sales and help in negotiating rights deals internationally!



Connect Globally
Expand your global reach by connecting and publishing rights to other global portals



Expand Sales Globally
License content rights to Global Markets... increasing sales for Authors and Publishers!

Publishers, Media Enterprises and Licensing Agencies... Monetize Content, License Rights and Reprints in your Private-branded Digi-Rights® Storefront!

Digi-Rights® Integrated Cloud Storefront... automates your Licensing and Reprints... and maximizes revenue streams!



Publishers and Media Enterprises:

- Increase sales of company owned and licensed content
- Monetize and license content at top level products and content chunks
- Works with all Media types: Text, Images, Logos, Audio and Video
- Works with PRINT, DIGITAL, BROADCAST
- Set Rights Profiles for automated licensing options and prices
- Automates preparation of License Agreements for Permissions
- Automates Payment Processing & Royalty Management
- SEO friendly – enables rapid content search within the portal and Google, Bing and others... to search and purchase content rights!
- Integrates with Digi-EXPress back-office Rights Management System

Rights Licensing Agencies:

- Organize and manage your clients’ content and Rights Assets in an Integrated Cloud-based Rights Asset Management System
- Import content and metadata automatically from client datafeeds
- Flexible... provides for automated or manual pricing and quotes
- Automates preparation of License Agreements for Permissions
- Provides full-service support for Permissions and Reprints!
- Link your storefront to client’s content page for instant sales!
- SEO friendly – enables rapid content search within the portal and Google, Bing and others... to search and purchase content rights!
- Add value by sublicensing client-branded Licensing Storefront

Benefits:

- **An Affordable Rights Licensing Sales Management Solution!**
- **Monetize Rights and Maximize Sales.... 100% commission-free!***
- **No investment in Hardware, Software, Programming and IT Support**
- **SaaS Cloud Solution... connects with all offices and users worldwide**
- **Rapid Implementaion – so you can start now!**

Your Benefit: Increase Rights Sales, Speed Cash Flow and Boost Productivity!

see Demo at www.digi-express.com or call 248-636-4117

* Under Certain License Agreements

Patented Technology: Manage Rights Assets... License Content... Automate Licenses... Mitigate Risks!



Manage Rights Inventory
Monetizes Rights Inventory and tracks usage rights... so you only license the Rights available!



On-line Sales & Pricing
Speed cash flow with on-line sales and automated pricing and billing



Electronic Interfaces
1-click connects with your clients archives to retrieve available content and what rights can be sold!



Help Desk
Expert help is available when you need it... for technical support and outsourcing assistance



Management Dashboard
View rights inventory, orders, quotes and sales; create license documents and royalty schedules



Mitigate Copyright Risks
Digital license documents are created with conforming rights and exceptions... minimizing risks!

Publish content to a Global Licensed-Content Portal or Private-branded Portal... to broaden reach!

State-of-the-art secure shopping cart with user selectable rights configuration, pricing and on-line ordering!




Sample Rights Store - Product Page

Your Logo Here
powered by digi-Rights®

HOME | IMPRINTS | CONTACT US

» [Journals](#) » [Business Horizons](#) » SOCIAL MEDIA: THE NEW HYBRID ELEMENT OF THE PROMOTION MIX



SOCIAL MEDIA: THE NEW HYBRID ELEMENT OF THE PROMOTION MIX
Business Horizons, Volume 52, Issue 4, July–August 2009, Pages 357–365 W. Glynn Mangold, David J. Faulds

The emergence of Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide them.

\$100.00

LICENSE TYPE
Republication License

INTENDED USE
Current Product / 1 Edition

MEDIA FORMAT
Print

TERRITORY
North American Rights

LANGUAGE
ENG - English

TERM LIMITS
1 Year Limit

SPECIAL REQUESTS

Request for Quote

Qty: **ADD TO CART**

[Tweet](#) [+1](#) [Print](#)

Selectable License Configuration

- Top Level Product or Content Chunks
- Text Excerpts, Images, Videos, Audio
- License Type
- Media Format
- Territory
- Language Translations
- Term Limits
- Intended Use
- Special Requests

Separate screen for REPRINT Requests

1-click Adds to Cart

- Prices Content Item
- Creates Automated License
- Calculates Royalties
- Fulfills Orders

1-click Posts to Social Media

- Recommend to Associates

MEDIA FORMAT

- Print + Digital (+\$25.00)
- Print Only
- Digital Only (+\$15.00)
- Print + Digital (+\$25.00)

Digi Dynamic Pricing

- Prices automatically change as user selects Rights and Media

Quotation Option

- RFO Module Enables Special Requests for Rights Quotation

Rights Sales Management features

- License Top level or Content Chunks: Text Excerpts, Images, Logos, Photos, Video and Audio
- Monetize and Automatically price content based on selected Rights variants and user profile
- Fully featured Cart with 'Wishlist', Volume Discounts, Promo Coupons and Request for Quote
- Shopping cart with leading payment gateways, including Authorize.Net, PayPal, Barclay Card ePDO, more...
- Maintains Inventory of licenses, royalties, sales metrics, more...
- Link and license directly from your website and connect with Global Rights Portals and Enterprise Systems