

MONETISATION TOOLS

Generate revenue from your content through basket payments, subscription video on demand (VOD) packages or clip-licensing via credit-based payments.



CUSTOMISABLE

Wide range of monetisation options to get the most value from your media



CONTENT LICENSING

Flexible rights management and credits packages



E-COMMERCE

Simple shopping basket for easy payments and purchases



SECURE

Encryption keeps all transactions secure



GLOBAL

Localisation and Language options enable you to sell anywhere in the world



SUBSCRIPTION VOD

Create a Netflix style platform with monthly packages

TIME TO MONETISE

Whether you are a major sports rights holder or a small media production company, there have never been so many opportunities to reach new audiences, across new channels on a growing range of connected devices. As demand increases, content owners are not just keeping a close eye on their audience share, they are also under increasing pressure to generate more revenue from the assets they own.

Our range of monetisation options will help you extract the greatest commercial value from the content you own. Imagen is your point of discovery, sale and delivery and is ready to take credit card payments securely from B2B clients or consumers.

	Subtotal	VAT	Total	VAT status	VAT rate	VAT country	VAT number	No. Items	Order reference	Created
15-1576502741-5114297830	£1160.00		£1160.00	N/A				1	15-1576502741-5114297830	16/12/2019 13:21:12
4-1576490291-1726591062	£760.00	£152.00	£912.00	Paid company rate	0.2	GB	665872976	1	4-1576490291-1726591062	16/12/2019 09:38:05
15-1576490257-5519912814	£212.00	£42.40	£254.40	Paid company rate	0.2	GB		1	15-1576490257-5519912814	16/12/2019 09:37:51
15-1576256857-71432954647	£359.00	£71.80	£430.80	Paid company rate	0.2	GB		2	15-1576256857-71432954647	18/12/2019 17:07:54
	£300.00		£300.00	N/A						

With unprecedented choice available, it's vital to stand out in a crowded marketplace. Our content marketing tools ensure that you're able to promote the latest additions to your programme catalogue or showcase your valuable archive via email, MRSS feeds and social media.

Whatever content you own, Imagen will help you reach more clients and deliver an exceptional user experience that will keep them coming back for more.

CONTENT LICENSING

SHOPPING BASKET AND PAYMENT

Licensing content can often be a complex, time consuming task for rights holders. Imagen simplifies this process and delivers a convenient shopping basket experience for clients wishing to license content for use in broadcast, advertising campaigns, documentaries, TV productions or newsrooms.

Imagen automates the licensing process through customisable Media Rights Packages. Media Rights Packages create a framework of options which enable content owners to define terms of usage and calculate price.

Packages are built around a series of customisable questions that the client answers during checkout. Multiple language translations for the questions can be added and are automatically displayed according to the users' language preferences set in their browser.

Imagen calculates the final price of the license based on the answers to the questions, multiplied by the unit cost for the length of the content selected – E.g. a 10 second clip for a social media campaign, for use in France, for 12 months will have a different price for a 30 second clip which will be used in a TV advert in North America for 3 years.

Calculate price

Select a format: HD Video

Territory: Europe

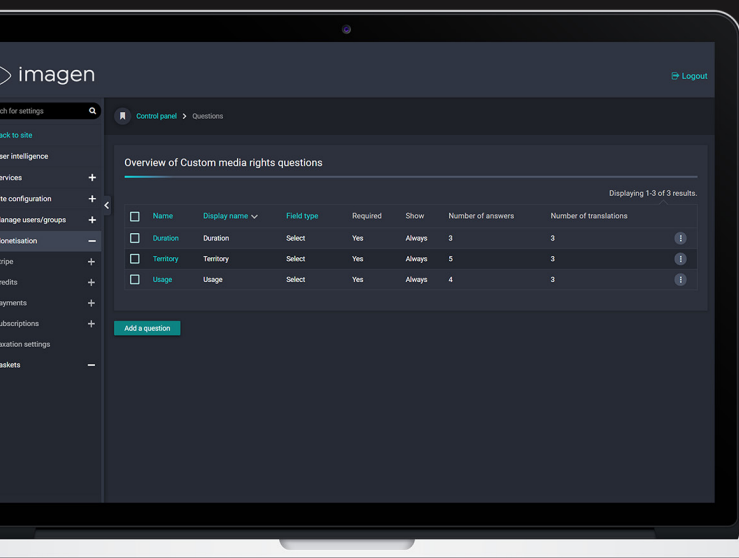
Usage: Social Media Campaign

Duration: 6 Months

Total: £50.00 Save Close

Users can add multiple items to a basket and create individual licenses for each item, or apply one license to all. Users can also select their format for download at checkout.

Once rights have been established, customers checkout through a conventional e-commerce basket process and pay securely using their credit card. Receipts and license summaries are also sent via email to the licensee.



Google Pay

Or pay with card

Email Sofia.Martinez@bnn.tv

Card information

1234 1234 1234 1234 VISA MasterCard Amex

MM / YY CVC

Name on card

Country or region

United States ▼

Postal code

Pay \$1100.46

CREDIT CARD PAYMENTS

Imagen uses Stripe as the payment gateway to handle credit card transactions. Imagen does not store credit card details. Stripe provides the technical, fraud prevention, and banking infrastructure required to take payments online from any user worldwide.

CONTENT LICENSING

BUY CREDIT PACKS

License your video online through a credits-based payment system. Customers can purchase a package of credits and then use them to pay for the content they want without the need to step through e-commerce baskets and credit card payments.

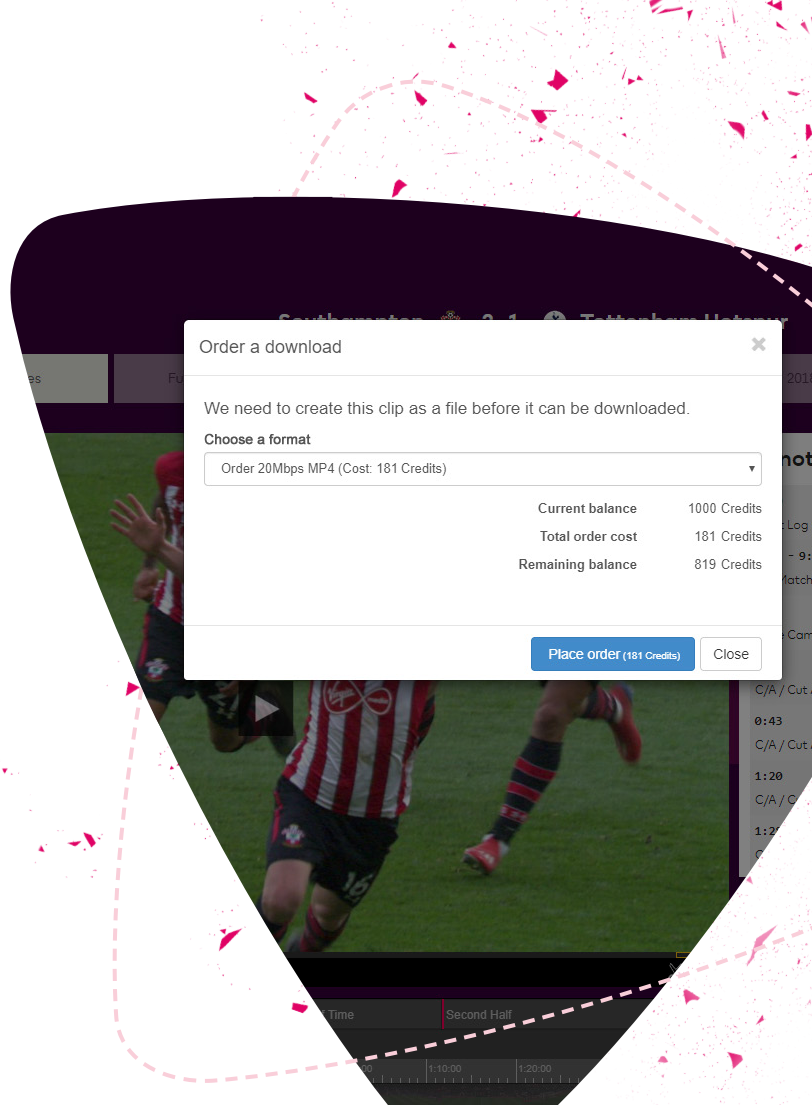
Imagen system owners can create and sell packs of credits and introduce price breaks for bigger bundles. Simply set values for credit per unit of duration (for example 10 seconds = \$100) and set licensing terms to define rights and permissible usage.

WALLETS

Wallets are used to store users' credits. Every user has a personal wallet they can top-up, or they can use credits from wallets they have access to through group membership.

ACCOUNTS

Full details of transactions and account options are shown in the users' account management panel.



...t have an
...ect one of the following options

Monthly - Introductory Price Subscription	Annual - Regular Price Subscription
FREE 15 DAY TRIAL	FREE 15 DAY TRIAL
FULL ACCESS to the entire library of nearly 600 sermons	FULL ACCESS to the entire library of nearly 600 sermons
• Audio • 2-Page Sermon Summary • Transcripts for each	• Audio • 2-Page Sermon Summary • Transcripts for each
\$7.95	\$49.95
MONTHLY (15 DAY FREE TRIAL)	YEARLY (15 DAY FREE TRIAL)
SUBSCRIBE	SUBSCRIBE

SUBSCRIPTION VIDEO ON DEMAND

Generate revenue from your content through highly customisable subscription VOD packages. Users can purchase a subscription account which will give them access to a range of content on the platform (for playback and or download).

PACKAGE SET UP

Set up a series of tiers/offers for subscribers. These can include access to different levels of content and pricing.

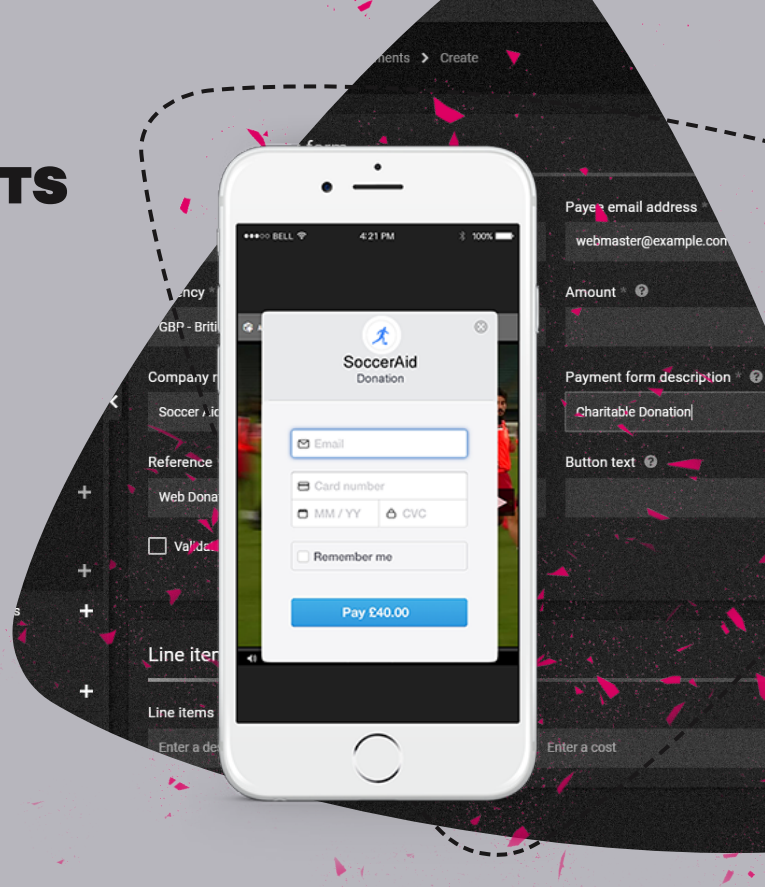
Packages can be set up with different price options. Full details of transactions and account options are shown in the users' account management panel.

MISCELLANEOUS PAYMENTS

Raise requests for payment for additional services such as digitising or film research and manage the transaction through your media portal.

Simply create a payment form and send it to the customer. Imagen will take care of the credit card payment. You can even embed the payment form into your Imagen platform to handle ad-hoc payments such as charitable donations.

Users can also pay for a service which is outside the regular B2B and B2C commercial models via a payment request form sent by the system owner e.g. to cover film research services.



WE ARE IMAGEN.

Drive engagement, generate revenue and transform your business with the world's smartest video management platform.

LONDON

16 Kirby St, Second Floor
London, EC1N 8TS

✉ hello@imagen.io
☎ +44 (0)1954 262000

CAMBRIDGE

1 Grange Court, Covent Garden,
Willingham, CB24 5AH

✉ hello@imagen.io
☎ +44 (0)1954 262000

NEW YORK

106 West 32nd Street, 2nd Floor
Office #135, New York, NY

✉ helloUS@imagen.io
☎ +1 (857) 574 9847