

Licensing to the video aggregator

Securing revenues in the age of service aggregation

The media landscape has undergone a seismic shift from linear to digital, with major distributors launching direct-to-consumer (D2C) services. To increase reach and secure additional revenues, services are increasingly partnering with super aggregators — platforms that provide users access to multiple streaming video services in a single interface.

But relying on service aggregators to report data for revenue calculations and contract compliance, such as user counts, is a key challenge. SymphonyAI Media's trusted revenue assessment service gives you clarity and control in this evolving landscape.

Challenge

Transparency is critical to distribution partnerships. But the varying types of service aggregators, reporting methodologies, and business terms are complicating service providers' ability to properly track (and collect) distributor fees.

Transparency:

It's difficult to get insight into distribution compliance and identify contractual and reporting issues. Services are often beholden to aggregators to accurately report the user numbers needed to invoice and collect revenues.

Diverse platforms:

Service aggregators range from global players to territory-specific pay TV services. With different reporting methodologies and contract terms for each distribution deal, managing the complex data associated with these relationships can be costly and time-consuming.

Varying commercial relationships:

There are multiple business models for service aggregation, including long-term bundling. This adds complexity to the revenue verification process and requires additional resources to monitor, reconcile, and collect payment.

Solution


SymphonyAI Media's revenue assessments deliver the insight you need to maintain financial transparency with aggregators. Our widely respected industry experts work to ensure that the terms and conditions of your distribution agreements are performing to full expectations through both formal audits and sophisticated revenue analysis.


We comprehensively review payment, billing, reporting, and remittance data to answer key questions such as:


- > Are your payments correct and if not, why?
- > Are there contractual issues that must be understood, clarified, or enforced?
- > Are subscribers properly authorized, billed, and geo-filtered?
- > Are there reporting issues or discrepancies that need to be addressed?
- > How should data inform your corporate strategy going forward?


What does a revenue assessment deliver?


As a recognized global leader, our financially compliant and rigorous revenue assessments deliver the most thorough findings possible. Reports include:

 **Hard audit findings** including paid versus calculated revenue, rate variances, transactional variances, and subscribers

 **Contract language assessment** to help you negotiate the most favorable agreement terms

 **Soft findings** such as discrepancies, anomalies, trends, and comparative analysis of distribution partners

 **Ongoing support** to assist you in resolving issues uncovered during the analysis

 **Contract compliance review** to detect issues, ensure payment accuracy, and evaluate aggregators

Benefits of service aggregator revenue



Independent results

Maintain the highest degree of integrity with independent professionals who are never compensated based on report findings



Superior insight

Gain an accurate 360-degree view of distributor performance thanks to the industry's most comprehensive analysis



Confidentiality

The information that you and your licensees provide is held in strict confidentiality and managed in accordance with the most stringent security standards



Exclusive access

Work with a well-respected partner who knows their way around the industry, with over 1500 global distributor relationships

Tested, trusted, and proven



100M

Subscribers managed annually



\$36B

Revenue processed annually



1500+

Global distributor relationships



30+

Years of industry experience