

## Open Your Content for Business

Enhance your platform's value, generate new licensing revenue and create new revenue streams by making your content intelligent with LicenseStream.

### Licensing Content in a Fragmented Media Landscape is Challenging

Distributing, monitoring and monetizing content on the Web is nearly impossible, especially for individual content creators. Content is distributed randomly and constantly used without permission, and when transactions are conducted, time-consuming manual processes eat away at any potential profit.

### LicenseStream Eliminates Licensing Inefficiencies and Creates Revenue Opportunities

LicenseStream automates the costly processes of content licensing and royalty settlement creating new efficiencies by making content intelligent. Intelligent content moves freely across the Web with defined ownership, rights and restrictions, enabling flexible pricing based on use. By offering this breakthrough technology, you can generate new revenues and empower creators to take control of their content across the Web.

### How Can LicenseStream Work for You?

- **Technology Suite Program** - enhance your website with complete licensing and content tracking services
- **White-Label Program** - enables you to build your brand and generate new revenues by offering our application as your own
- **Affiliate Program** - offer your members LicenseStream as a value-added service membership privilege

*More information about each program on the back of this document.*

### New Tools. New Opportunities. New Revenues.

Whether you're looking to add stickiness and functionality to your site or enhancing the benefits of your organization, LicenseStream has a modular solution to suit your specific needs. Intelligent content puts creators in control of their assets, increasing profit margins and creating revenue opportunities.

*Find out how you can put LicenseStream to work for you. Call 888.921.6161 or email us at [creator@licensestream.com](mailto:creator@licensestream.com).*

### Who Can Benefit from LicenseStream?



#### Site Owners

Enhance your functionality and instantly generate new revenue.



#### Content Distributors

Reduce time and operational inefficiencies and participate in new licensing revenues.



#### Professional Organizations

Empower your members and create new revenue streams.

**Featured Partner:** Organizations like Wedding & Event Videographers Association International (WEVA) offer a co-branded stock portal and a discount on our service to increase their membership benefits. WEVA also earns a commission on all revenues generated by its members.

## Contact Us

Call 888.921.6161 or email us at [creator@licensestream.com](mailto:creator@licensestream.com).

LicenseStream transforms the way media is monetized across the Web. Improve profit margins, enhance value and empower content creators by making content intelligent.

#### Technology Suite Program

- ✓ Enhance your platform and leverage your user base to create new revenues by offering LicenseStream's complete licensing and tracking tools.
- ✓ LicenseStream's API enables you to add a la carte features or a full suite of capabilities tailored to the specific needs of your site.
- ✓ Create a stock portal and take a slice of every licensing transaction that your members make.

#### White-Label Program

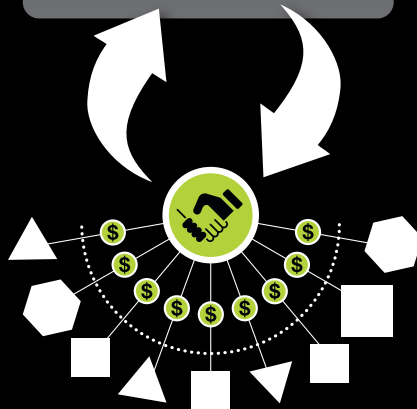
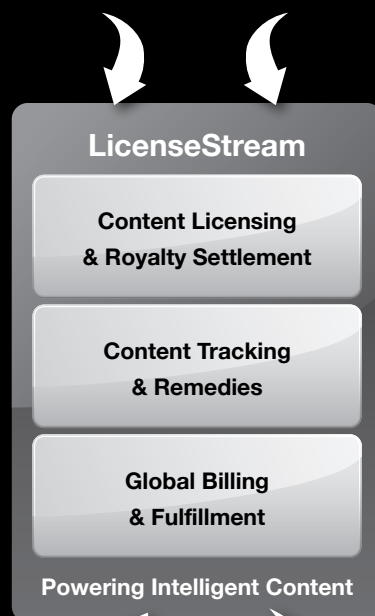
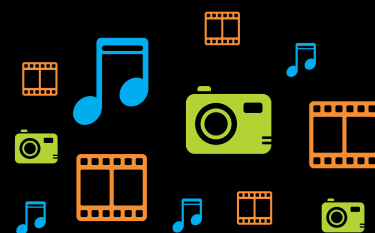
- ✓ LicenseStream's "white-labeled" service gives you the ability to build your brand by offering our licensing and content tracking technologies as your own.
- ✓ Drive new revenues by participating in the licensing of your members' content.
- ✓ Easily launch an online stock gallery with total ecommerce functionality and instant value.

#### Affiliate Program

- ✓ Offer discounted annual LicenseStream membership pricing and renewal rates as an added value to your organization's membership.
- ✓ Introduce your members to the value of LicenseStream's licensing solution and offer content uploading on the fly with the LicenseStream Desktop Widget.
- ✓ Create new revenue streams by offering either an aggregated member stock portal or licensing widget to your members. Both can be co-branded or simply your brand.



ImageSpan is the creator of LicenseStream, the market-leading licensing automation platform for all media types and business, from enterprises to individual creators. ImageSpan is the exclusive provider of license registry services to the PLUS coalition.



#### Get Started Now

Find out how you can put LicenseStream to work for you. Call 888.921.6161 or email us at [creator@licensestream.com](mailto:creator@licensestream.com)

