



## Inventory Search

☐ No Rights ☐ Partial Rights ☐ Full Rights ☐ Not Active Yet



**West-Eastern Divan Orchestra**  
Duration: 02:15:00  
Production Year: 2020  
Format: HDTV 16:9



**Miles Davis: Birth Of The Cool**  
Duration: 01:53:00  
Production Year: 2009  
Format: HDTV 16:9



**Eurovision Choir**  
Duration: 01:50:00  
Production Year: 2019  
Format: HDTV 16:9



**Adriana Lecouvreur**  
Duration: 02:30:00  
Production Year: 2019  
Format: HDTV 16:9



**Kinky Boots: The Musical**  
Duration: 01:10:00  
Production Year: 2019  
Format: HDTV 16:9



**Jesus Christ Superstar**  
Duration: 01:40:00  
Production Year: 2019  
Format: HDTV 16:9



**3 Tenors ~ 30 Years**  
Duration: 01:00:00  
Production Year: 2020  
Format: HDTV 16:9

**Within The Golden Hour / Medusa**  
Duration: 01:45:00  
Production Year: 2019  
Format: HDTV 16:9



**The Music Critic with John Malkovich**  
Duration: 01:17:00  
Production Year: 2020  
Format: HDTV 16:9



**Hollywood In Vienna 2019**  
Duration: 01:35:00  
Production Year: 2019  
Format: HDTV 16:9



**Rigoletto**  
Duration: 02:05:00  
Production Year: 2019  
Format: HDTV 16:9



**Jonas Kaufmann: My Vienna**  
Duration: 01:30:00  
Production Year: 2019  
Format: HDTV 16:9



**Ode To Joy: Symphony for the World**  
Duration: 00:52:00  
Production Year: 2019  
Format: HDTV 16:9



**ARD New Year's Eve Concert 2018/19**  
Duration: 01:15:00  
Production Year: 2019  
Format: HDTV 16:9



**Swan Lake**  
Duration: 02:30:00  
Production Year: 2019  
Format: HDTV 16:9

# IMZ CONTENT AGENT

IMZ  
INTERNATIONAL  
MUSIC + MEDIA CENTRE

60 YEARS

## THE DIGITAL SEARCH ENGINE + B2B MARKETPLACE FOR FILM LICENCE TRADING



Co-funded by the  
Creative Europe MEDIA Programme  
of the European Union

## WITH THE MEMBERS – FOR THE MEMBERS – FOR THE WHOLE INDUSTRY

The diversity, growth and increased digitisation of the international film sector offers new opportunities for global trade in audiovisual content. In close collaboration with the IMZ Members around the world (film producers, public + private broadcasters, film distributors, streaming platforms among others), the Vienna-based IMZ International Music + Media Centre is developing a modern digital marketplace and B2B search engine for film trade: **Content.Agent**.

**Content.Agent** responds to the demand for stronger digital cooperation within the creative industries and supports stakeholders in the audiovisual sector in meeting the requirements of both the market and the audience.

**Content.Agent** enables established networks of buyers + sellers within a sector to reach new market players across the globe, while contributing to a safer data environment. At the same time, the visibility + availability of content is enhanced.

**Content.Agent** applies the IMZ Standards to facilitate the global film licence trade.

## INDUSTRY CHALLENGES

- + NO UNIVERSAL STANDARDS: A complicated global film licencing market due to a lack of industry standards
- + DATA PROTECTION CONCERNS: Data protection concerns and lack of legal security + transparency in film licence and content trading
- + COST + TIME INEFFICIENCY: Cost and time consuming content trade, lengthy search for licence holders

## OUR MISSION

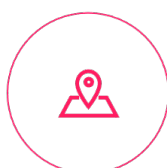
- + Content.Agent connects all participants along the value chain of the industry ensuring an efficient, transparent and secure licence trading environment.
- + Content.Agent supports buyers through easy access to the world's largest film database.
- + Content.Agent supports sellers in by increasing their visibility and reach.
- + Content.Agent promotes and archives cultural heritage by growing the visibility of digital film assets around the world.

“ AT A TIME OF AN INCREASED MOMENTUM FOR THE CREATIVE ECONOMY AND INTELLECTUAL PROPERTY RIGHTS, B2B SOLUTIONS LIKE CONTENT.AGENT CAN HELP THE ONLINE LICENCING TRADE, INSTANT CONTENT DISCOVERY AND SERVICE TRANSFERABILITY TO OTHER CREATIVE SECTORS.

Olga Sismanidi  
Project Officer  
Creative Europe Programme, EU Funding

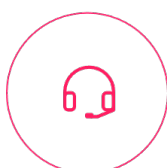
## OUR SOLUTION

a co-created match-making, marketing and trading platform to provide an efficient, innovative and data-secure negotiation environment



### FIND

finding the right content is just a few clicks away, facilitated by IMZ industry standards



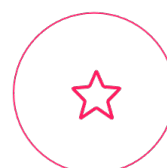
### TRADE

get the licensing rights info and seal the deal in a fully secured digital room



### PROTECT

protect your intellectual property in a data-secure environment



### CREATE





pitching platform + co-financing supports content creation by the industry – for the industry

## OUR PRODUCT: CONTENT.AGENT




Transforming the global film licence trade – confronting global challenges

Content.Agent is a decentralized application with an intuitive user experience design that allows buyers, sellers and distributors to easily search, find, negotiate + acquire film licences from around the world. Leading features, state-of-the-art technology and the use of IMZ Standards make Content.Agent the go-to application for the global audiovisual market.





### FEATURES

-  search engine for film assets + digital promotion
-  negotiation + closing rooms
-  asset management
-  co-financing + pitching platform (planned for 2022)

### STANDARDS

-  IMZ film metadata standard
-  content-based unique film identifier: ISCC code4film
-  digital license ledger

### TECHNOLOGY

-  **scalable:** modular architecture
-  **decentral:** your own application
-  **communication:** end-to-end encryption
-  **safe:** on blockchain

## BENEFITS

### BUYERS

- + **Large catalogue** with easy access to find the best films
- + **Powerful search engine** for global content
- + Find the **distributor contact** in just a few clicks
- + **High-quality metadata** requirements guarantee compatibility between buyers + sellers
- + **Reach out** to sellers pro-actively, or **receive** customised offers

### SELLERS

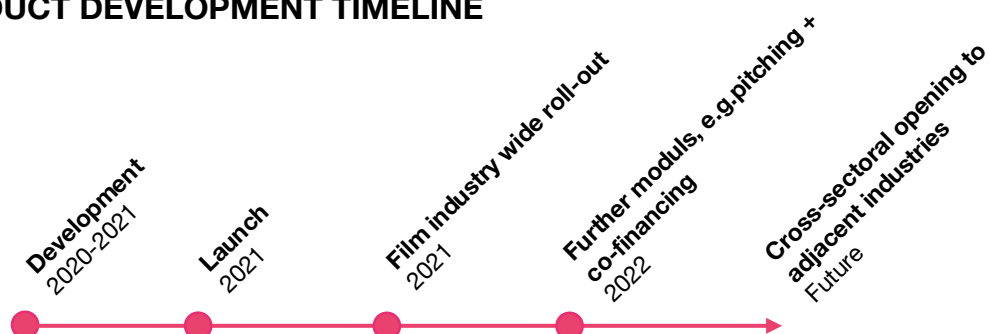
- + Boost **visibility + accessibility** at a global level for your content
- + **Reach buyers proactively**
- + **Full transparency on ownership + copyright** thanks to content-based asset identification + blockchain technology
- + Simple data exchange through IMZ **Metadata Standard**
- + **Non-profit initiative** by key industry players + global business hub IMZ



CONTENT.AGENT WAS DEVELOPED WITH MEMBERS OF THE INDUSTRY + MATCHES THE EXACT NEEDS OF ALL OF US BY GIVING US THE CHANCE TO OFFER AUDIOVISUAL CONTENT OF BUYERS + COMMISSIONERS ALL OVER THE WORLD.

Armin Luttenberger  
Head of Content Sales International  
ORF-Enterprise

## PRODUCT DEVELOPMENT TIMELINE



## CONTACT

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## PRODUCT PARTNERS



## IMZ MEMBERS

