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The 2025 Playbook:

Essential Technologies for Excelling in Digital Distribution Reporting and Analytics

eBook | December 2024

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Introduction

The Challenges of Managing Multi-Platform Distribution

As digital content distribution expands across SVOD, AVOD, FAST, social video, affiliate VOD, and TVOD platforms, the complexity of managing performance and revenue has reached new heights. Whether distributing titles on a revenue-share basis or managing royalty agreements with licensors, distribution companies must tackle data fragmentation, operational inefficiencies, and financial complexities to succeed in today's competitive landscape.

Key questions arise:

- *How do you consolidate viewership and revenue data from multiple sources to gain a unified performance view?*

- *Can you generate accurate invoices and recognize third-party revenue at the title level?*

- *Are you equipped to calculate and pay royalties efficiently based on revenue earned through multiple platforms or ad servers?*

Whip Media's AI-powered FASTrack platform is designed to address these challenges. By harnessing the power of machine learning, FASTrack automates complex workflows, enhances visibility into performance, and streamlines financial operations, enabling distribution companies to focus on growth.

# 1: Competency in Consolidating Viewership and Revenue Data

Fragmented data from distribution partners creates barriers to actionable insights. Each platform delivers data in different formats, with inconsistent metrics and data granularity, making it difficult to compare performance across titles and platforms.

Solution:

Whip Media's FASTrack, powered by AI-enhanced Robotic Process Automation (RPA), autonomously ingests and consolidates data from multiple sources. The platform applies machine learning to categorize data, detect anomalies, normalize metrics, and ensure consistency across all reports. This AI-driven approach enables distribution companies to gain a clear, accurate view of content performance and revenue.

Example Use Case:

A distributor managing titles across FAST and AVOD platforms uses FASTrack to consolidate data streams from all partners, generating unified reports that allow comparison of key performance metrics across platforms.
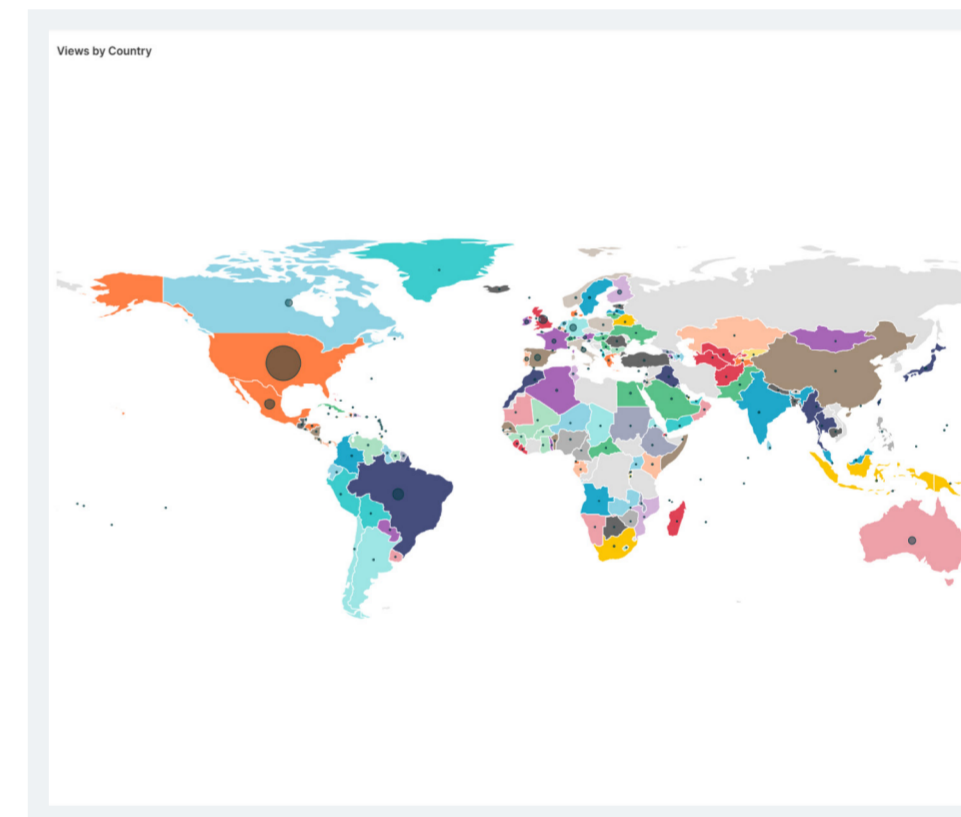
2: Competency in Title-Level Revenue Recognition and Invoicing

Recognizing revenue at the title level is a critical yet challenging task, especially when dealing with complex revenue-share agreements and minimum guarantees.

Solution:

FASTrack's AI-powered automation ensures precise revenue recognition and invoice generation. It automatically allocates reported lump-sum data to the title level and integrates contract terms into workflows, enabling accurate revenue calculations for individual titles. This minimizes errors, accelerates invoicing timelines, and ensures compliance with contractual obligations.

Example Use Case:

A distributor working with AVOD platforms automates title-level revenue recognition and invoice generation through FASTrack, reducing manual effort and ensuring accuracy.

3: Competency in Managing Royalty Payments

Distributors often pay royalties to licensors and other stakeholders, requiring detailed calculations based on revenue earned. Without automation, these processes can become time-consuming and error-prone.

Solution:

Whip Media's royalty management feature automates calculations, ensuring transparency and accuracy. The platform tracks revenue streams, applies contractual terms, and generates royalty statements with full audit trails.

Example Use Case:

A distributor paying royalties based on performance across SVOD and TVOD platforms uses FASTrack to automate payments, providing partners with detailed, accurate statements.

# 4: Competency in Cross-Platform Insights for Strategic Decision-Making

Cross-platform performance insights are essential for identifying trends, maximizing reach, and making data-driven decisions.

Solution:

With AI-powered analytics, FASTrack delivers normalized metrics that allow distributors to compare performance across SVOD, AVOD, FAST, and other platforms. AI models identify patterns and opportunities, enabling smarter decision-making.

Example Use Case:

A distributor uses FASTrack to identify top-performing titles across platforms, informing their marketing and distribution strategies.
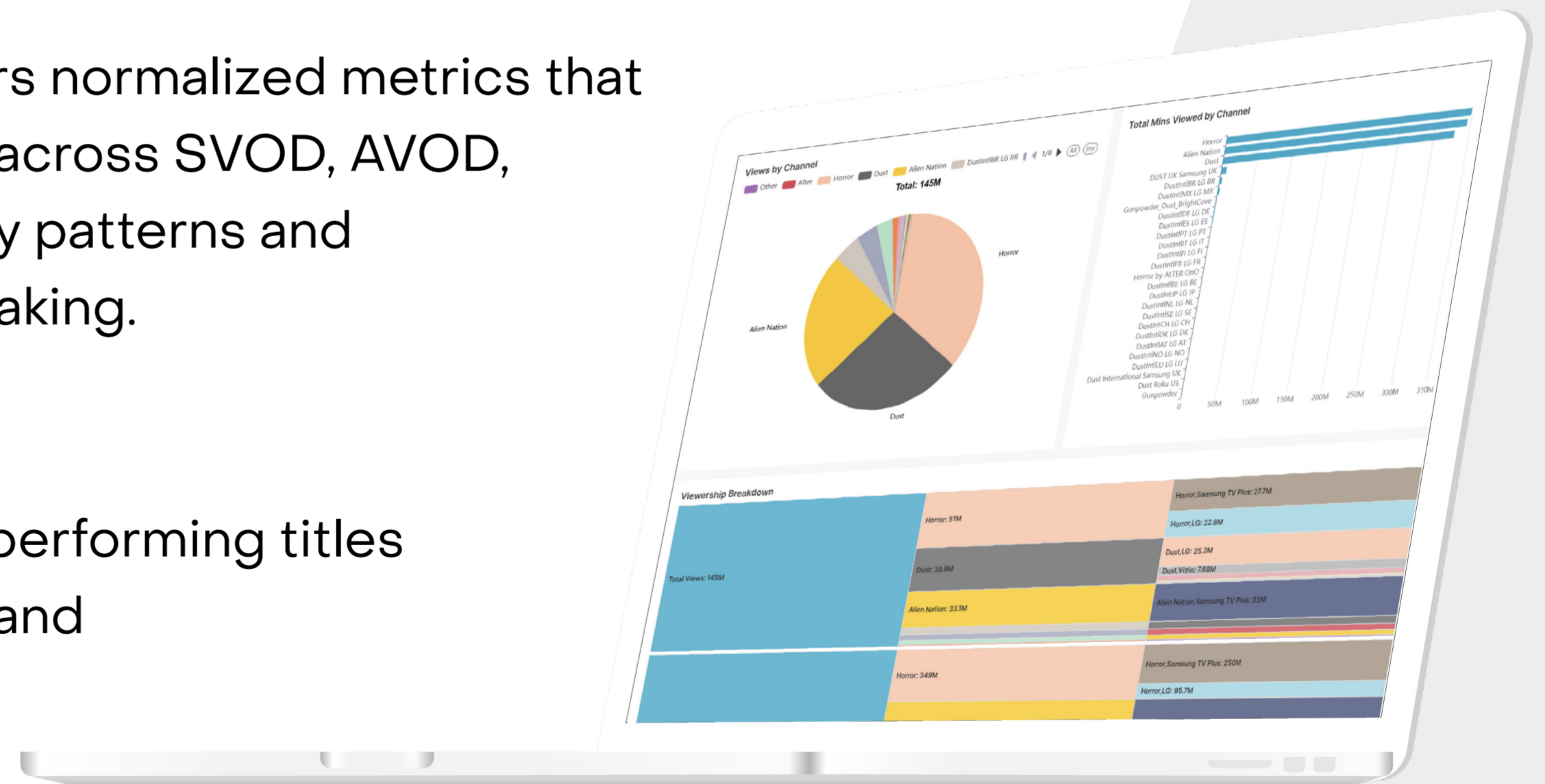
Conclusion: Transforming Distribution with AI-Powered Insights

By integrating AI-powered tools, Whip Media's FASTrack empowers distribution companies to simplify complex workflows, improve accuracy, and unlock growth opportunities. With automated reporting, allocations, revenue recognition, and royalty management, distributors can focus on scaling their businesses while building stronger relationships with partners.

For more information about Whip Media's AI-driven solutions, contact us to learn more about FASTrack.