



Rights and Sales  
Management made easy

Distribution management software that has been developed to meet the challenges of a global TV distribution industry in transition.

Designed by  
distributors for  
distributors.

## EasyTrack is...

EasyTrack improves productivity and profits by integrating the rights, sales and fulfilment processes in a seamless, user-friendly workflow.

- Unrivalled experience of a niche industry
- Technology designed and built by TV production and distribution specialists
- Global overview of the rapidly changing needs of an industry in transition
- Ability to communicate - in your language, not geek speak
- In-depth evaluation to ensure systems and services are tailored to your precise needs
- Personal 24/7 support provided by a dedicated project manager
- Two licensing versions available: Cloud and Enterprise (on premises)
- Clean, intuitive, icon-driven user-friendly interface

## Why EasyTrack?

Because we make it easy for you to monitor and manage your rights and royalties.

### It's that simple.

Our technology gives you total control over every link in the distribution chain – rights management, acquisitions, sales, financial reporting, servicing – joining up the dots of these traditionally separate activities to create an easy-to-navigate, intuitive process. It doesn't matter if you're a super-indie or a boutique start-up, our systems and services scale up and down to suit distributors of all shapes, weights and flavours.



Because it doesn't need to be difficult



## Contacts

EasyTrack holds all your account and contact details centrally, enabling a range of activities – from mail shots and client reports to screeners, deal memos and profile notes – to be produced and distributed within minutes.



## Acquisitions pipeline

EasyTrack enables you to log and monitor all the content that is being considered by your acquisitions team. At the stroke of a key, sales projections, deal memos and acquisitions agreements can be automatically generated.



## Sales

EasyTrack lets you log and check the status of all your sales, from deal memo through to final contract. And because the system automatically checks for collisions and conflicts, it dramatically reduces your margin of error.



## Rights in, rights out

EasyTrack takes the guesswork out of rights control by enabling you to manage and monitor your rights portfolio in real time – and in no time. The watchwords are easy, intuitive, fast and efficient.



## Document management

Never lose a contract, an invoice or a tech spec again – EasyTrack stores all your documents in an easily navigable system that offers instant access, back-up and peace of mind to your entire team.



## Forecasting and performance tracking

EasyTrack logs and tracks all your forecasting and budgeting analyses across all areas, disciplines, departments and territories. That means you have instant, real-time access to the ratio of sales to budget at any time in the project life cycle.



## Screeners

EasyTrack automatically monitors and evaluates your client viewing patterns. This offers valuable leads to your sales executives – and a better service to your client, by enabling you to tailor your sales pitch to their tastes and preferences.



## Payments and royalties

EasyTrack takes the strain out of payment and royalty management by integrating sales invoices and producer royalty reporting into your accounting software.



## Materials

Know exactly where your assets are – and what they're worth – with EasyTrack's library system, which tracks all your physical and/or digital material, along with support documents. EasyTrack's user-friendly system also generates automatic materials quotes for your sales team based on your current rate cards.



## Operations

Give your operations department a break – and never miss a delivery again. EasyTrack's intuitive order-fulfilment system not only makes it easy to monitor the status of sales, but also offers purchase-order generation and automatic access to FTP files.

The company's experience of the global TV industry combined with its in-depth understanding of a niche market has won it a portfolio of powerful clients. Its rapidly expanding roster includes Endemol Shine, Banijay Rights, Passion Distribution, Off The Fence and Earth Touch Distribution.

*“Working with EasyTrack for almost 6 years now Off The Fence can say without question that the system has revolutionised the way that our company works. The ET team have worked closely with OTF in tailoring the system to our distribution needs.”*

*Sam Neil – Head of Operations, Off The Fence*

ENDEMOL SHINE INTERNATIONAL

Banijay Rights

OFF THE FENCE

RAYDAR MEDIA

Flame DISTRIBUTION

DRIVE

KALEIDOSCOPE FILM DISTRIBUTION

parade.

PASSION DISTRIBUTION

Earth Touch Our Flame, Close Up.

easytrackdev

company/easytrack



# EasyTrack

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