

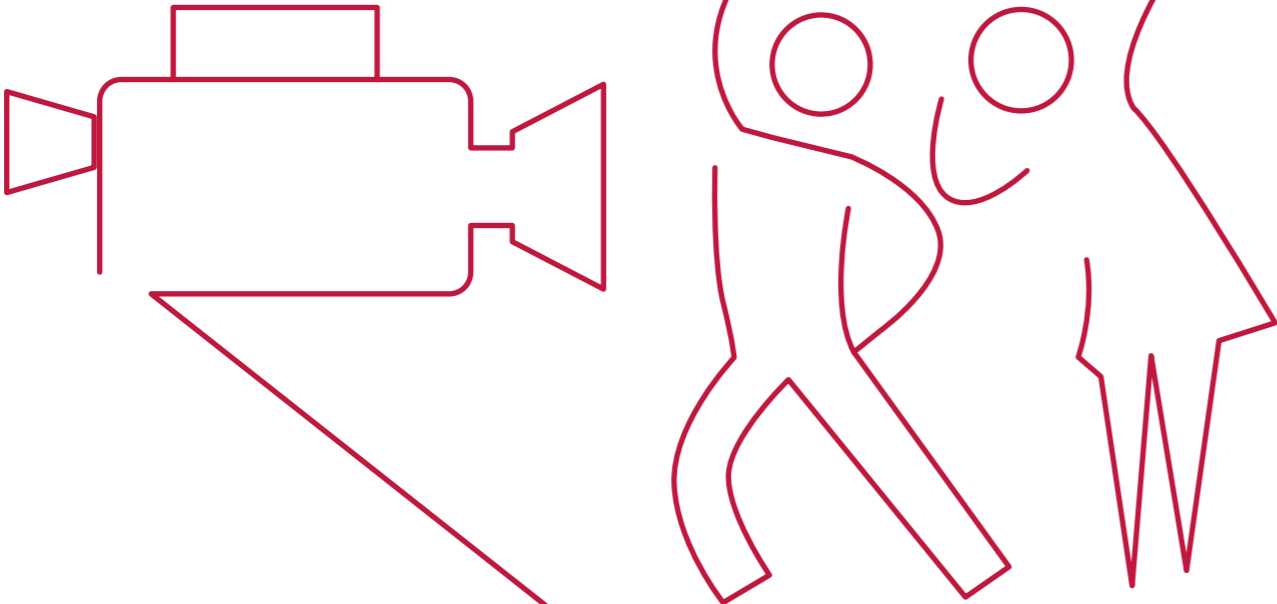


Transform Your Participations, Residuals & Royalties Processes to Drive Business Value

People matter, results count.

The Media & Entertainment (M&E) industry is changing and rapid evolution is required to take advantage of revenue-earning opportunities while controlling quality and cost. Until recently, Participations, Residuals and Royalties processing has taken a back seat while companies focused on content, pioneering new channels and shifting customer demand. Old processes and platforms have been retained well beyond their capacity, resulting in increased risk and cost. But today, things are different. Disruption rules and markets are changing. M&E companies must adapt and streamline, in order to conquer the digital landscape.

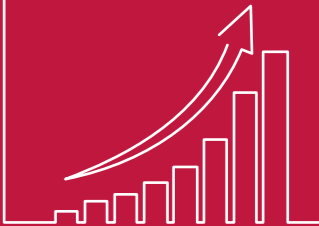
The Capgemini Participations, Residuals and Royalties solution manages the entire cycle of processing Participations, Residuals and Royalties for the Media & Entertainment industry.



**AUTOMATION TO EMBRACE DIGITAL AND ENHANCE CAPABILITY**

**Offset Increasing Transaction Volume:**

The shift to electronic downloads and streaming services like Spotify and YouTube is generating huge transaction volume with lower incremental revenue per transaction. M&E companies must now be able to offset this impact by controlling cost. Through replacing obsolete manual processes and spreadsheets with automated tools, you can successfully manage the increased volumes and corresponding challenges.



**Improve Scalability and Flexibility:**

By enhancing scalability and increasing flexibility, your enterprise will be better equipped to ramp up and down in new markets, acquire new catalogs, and adapt to changing market conditions that this new dynamic digital market requires.



**Enhance Workflow Management:**

Capgemini can automate back office processes so your company will enjoy the benefits of timely and accurate statement and audit completion as volume increases. Efficient use of human capital and automated approval routing are also necessary to effectively respond to the shift to the digital market. Finally, by removing upstream errors in by-title accounting, you can ensure the correct payments are made to talent and content owners.



**“What-if” Capability:**

The deal makers within your organization need ready access to platform-based “what-if” modeling tools connected to core data for Participations, Residuals and Royalties. With this, modeling for new opportunities is expedited while the requirement for manual effort and customized reports is removed.





### SHIFTING CONSUMPTION PATTERNS

#### Optimize and Standardize Process Operations to Help Manage Complexity:

M&E companies must now leverage their content in all media markets to grow revenues to offset increased competition, cannibalization and shrinking revenue in lagging markets or channels. Because of the resulting complexity there is a need to re-engineer back office processes through the provision of process improvement and strong operations management using the right technology. What's more, this must be done on a global level. This subsequently enables the improved cataloging of newly acquired assets, recognizing liabilities and understanding how best to leverage IP.



#### Harness the Consumer Shift to Over-the-top (OTT) Content:

TV viewing habits are changing. The domestic user is increasingly consuming content when and where they want, seeking new flexibility not offered by linear programming. The combination of new media, new markets, and new form factors makes it more important than ever to improve and streamline processes while embracing automation.

#### Recognize the Importance of OTT Content:

Studios are now acquiring "fast and light" content creators specializing in formats targeting OTT viewers. These new channels and new content create new layers of complexity that must be managed and optimized.



### OPTIMIZED PROCESSES AND REDUCED RISK AND COST

#### Eliminate Spreadsheet Fatigue:

By introducing standardized Capgemini practices, your M&E business will enjoy decreased labor costs and fewer delays and errors. You can eliminate archaic spreadsheet-based reporting in favor of modern, efficient platforms, structured processes and targeted controls.



#### Better Risk Management Capabilities:

Risk-averse co-financing partners expect advanced tools and processes to mitigate risk. Capgemini can bring multiple efficiencies to your enterprise by upgrading your legacy approach to risk mitigation. We enable your company to identify risks and develop a proactive risk mitigation strategy.

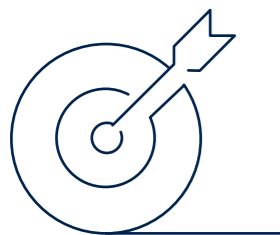
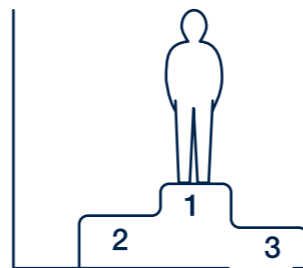




## IMPROVE TALENT AND CONTENT OWNER SATISFACTION AND RETENTION

### Reduce Audits and Better Results Delivery:

Our Participations, Residuals and Royalties offering expedites the audit process and removes delays, meaning you maintain good relations with your talent while facilitating smoother negotiations. This, in turn, reduces costs and working capital uncertainty. This is particularly important when participants and content owners expect “tolling” rights that can extend audits and increase claims.



### Increase Statement and Payment Accuracy:

Capgemini’s best-in-class processes provide better reporting and analytics to identify potential problem areas before they impact content owners or talent, increase liabilities, or constrain working capital. Controls focused on greater accuracy, coupled with enhanced reporting, will improve cooperation and trust.

### More Transparency and Fewer Payment Errors:

As social media and broadband access to content accelerates, talent and content owners require centralized tracking of rights and revenues to ensure payments are correct. Capgemini’s solution enhances the accuracy and completeness of data, reducing costly litigation. By removing errors and omissions, you can safeguard your company’s ability to capture top talent and content for the right production.



## ENHANCED EFFICIENCY AND EFFECTIVENESS

### Improve Efficiency and IPM Support:

Leverage your workforce by working with our Global Centers of Excellence to improve your overall cost structure. Align process steps with the correct training, job level and location to ensure the optimal mix of intimacy and efficiency.



### Increase Effectiveness of Your Organization:

We achieve this using Capgemini’s process management expertise to accelerate reporting and reduce late fees. Rules and trigger automation will also decrease overpayments that can be difficult to recover.

### Control Operating Expenses:

In this shifting and disrupted market, process improvement and automation are required to adapt and compete. Today, to be successful, your company must automate and streamline processes to direct additional capital to exciting new opportunities. It is now clear that back office innovation is required to compete in the digital economy.





# How does Capgemini help you tackle these challenges?

Improving Participations, Residuals and Royalties accounting with BPO solutions will lead to increased accuracy, fewer audit claims, enhanced performance tracking of IPM, and improved working capital. Capgemini's Global Enterprise Model (GEM) – our proprietary and proven business transformation methodology – will improve your enterprise's scalability and responsiveness, which can also reduce audit reserves and free up working capital.



Put simply, by leveraging Capgemini's services, you can expect world-class business outcomes which can **reduce your costs by up to 30%**. We will also improve your overall delivery model to amplify your ability to respond to a dynamic and changing market.



## THE CAPGEMINI OFFERING – OUR ASSETS

### BPO as a Stack:

This is our technology-enabled service to facilitate growth and reduce cost. We use four integrated layers as well as plug-and-play products, which are calibrated to meet your specific business objectives. This model is delivered using Capgemini's proprietary GEM, leveraging each of the seven trusted levers. What does this mean for you, our client? – A lower overall Total Cost of Service.

GEM is already delivering results in many leading Media & Entertainment companies and does not require you to make a capital investment. GEM's levers can be applied collectively or individually in an industrialized approach that optimizes the Participations, Residuals and Royalties process, while allowing sufficient flexibility to tailor the model to your specific needs.





**Rapidly integrate the value chain with GEM and reduce operations costs:**

You need a stable and repeatable approach to transform and automate your Participations, Residuals and Royalties processes. Capgemini's Global Enterprise Model (GEM) is designed to optimize the Total Cost of Service for you. We achieve this by ensuring the right talent and skills are brought together, working from the most efficient global location with best practices and well-documented processes.






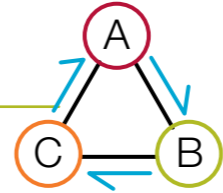
**Grade Mix**  
**Do I have the optimal team structure?**  
 Ensures leadership, experience and operational expertise match service requirements for participations, residuals, and royalties engagements.




**Location Mix**  
**Do I have the right processes in the right locations?**  
 Our 23 global centers balance cost and quality of service. The ideal mix is based on client guidelines, statutory requirements, and shared service benefit.



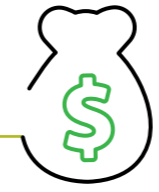
**Competency Model**  
**Do my people have the appropriate competencies?**  
 Capgemini has access to a large pool of resources with the necessary skills to meet demanding requirements.




**Global Process Model®**  
**Do I have best-in-class processes?**  
 Takes the experience of individuals within the industry and turns their knowledge into best practice, resulting in standardization and cost savings, delivered through a flexible, expandable platform.



**Technology**  
**Do I have the optimal technology solutions?**  
 Multiple collaborations with respected technical partners with focused expertise in the Media and Entertainment market.



**Pricing**  
**Does my pricing strategy achieve the required business outcome?**  
 Creative pricing to achieve results aligned with your strategy including traditional models or outcome-based pricing, depending on client needs.



**Governance**  
**Does the governance structure ensure proper interaction and decision-making?**  
 Enabling the right mix of Capgemini resources to work in collaboration with your leadership.



### Platform Methodology:

**Our service is built on market-leading platforms for processing Participations, Residuals and Royalties or on your client platform, if preferred. You can also benefit from:**

- Capgemini's Contract Compliance & Optimization solution for IPM management
- Recognized expertise to design, build, integrate and host your applications
  - Superior industry-specific analytics providing strategic support for executives and risk mitigation for operations leadership
  - Structured workflow management tools which automate Participations, Residuals and Royalties processes to ensure timely completion, quicker recognition of payout liability, and streamlined approvals based on smart thresholds
- By-title accounting expertise and process improvement with end-to-end expertise linking Accounts Payable (AP), Accounts Receivable (AR), reporting and analytics to Participations, Residuals and Royalties processing
  - Pre-emptive audits aimed at highly sensitive statements
  - A robust and structured governance, risk and control framework

## DELIVERING THROUGH OUR GLOBAL CENTERS OF EXCELLENCE NETWORK

Capgemini's Global Centers of Excellence network provides best-practice expertise for Participations, Residuals and Royalties processing with the following:

- Specialization in Participations, Residuals and Royalties
- Global auditing team and audit support
- By-title accounting expertise
- AR, AP and general accounting mastery
- Financial reporting



Don't wait until your content owners or talent request an audit; use our pre-emptive capability to work proactively to ensure that your by-title reporting is accurate, your revenue feeds are complete, and your cost allocations correct and defensible.

### Capgemini BPO enables transformation from day one using the power of the whole Group

Working with Capgemini means that you benefit from the strength of one of the world's foremost providers of consulting, technology and outsourcing services.



**YOU CAN TRUST US**

**Capgemini is an experienced transformation partner for accelerating business outcomes in the Media and Entertainment industry**

We are a leading player in the M&E BPO market and already provide upstream accounting for revenue and cost impacting the Participations, Residuals and Royalties calculations. Four of the top five M&E companies chose Capgemini BPO to provide Finance & Accounting (F&A) services. Our extensive experience in delivering best practice business process services along with our deep knowledge of the M&E industry is a powerful combination.



As a result of Capgemini’s industry-leading Participations, Residuals and Royalties support in these areas, you can expect some of the following business outcomes:

- Substantial cash flow improvements in O2C; includes 65%+ improvement in DSO
- Working capital increases of up to \$550 million
- Potential DSO decreases from 78 to 28 days (from start of engagement)
- Dispute volume reduced by as much as 88%
- Cash collections increased by up to 31%







## About Capgemini

With almost 145,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want.

A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

Learn more about us at

[www.capgemini.com](http://www.capgemini.com)

## Capgemini BPO

Capgemini is a recognized global leader in the provision of Business Process Outsourcing (BPO) solutions and services. We collaborate with some of the world's largest multinational companies, helping them transform their business processes and accelerate business outcomes in the areas of Finance & Accounting, Supply Chain Management & Procurement, Customer Operations Management, and Human Resources. Capgemini leverages the strength of its proprietary Global Enterprise Model (GEM) to deliver powerful analytics-driven BPO solutions tailored to each client's individual needs. As part of Capgemini's Rightshore® delivery network, a team of over 16,700 BPO professionals provides services to more than 100 globally diverse clients in 38 languages, 24 hours a day, seven days a week. This is done from an integrated global network of delivery centers in Australia, Brazil, Canada, Chile, China, France, Germany, Guatemala, India, the Netherlands, Poland, Sweden and the United States.

Learn more about us at

[www.capgemini.com/BPO](http://www.capgemini.com/BPO)

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