



Making A Transformation: Order Taker to Value-added Marketer



New York Hollywood London Toronto

ENTERTAINMENT INDUSTRY CASE STUDY



About

Samuel French manages the licensing of over 10,000 dramatic titles, from GodSpell to 2015 Tony best musical winner Fun Home!

Its business model revolves around helping rights owners (authors and agents) generate revenue from licensing and help theaters/producers find appealing and appropriate material based on audience and participants.

Project Objective

Samuel French leadership set a strategic goal of moving the company from a highly organized and **efficient licensing management company** focused on order taking and processing to **a premier content marketer**.

Project Challenges

1. **Personnel Domain Knowledge**

Matching theater preferences on cast size and composition, type (musical/play), themes, audience aptness and other attributes was not systematically recorded but lived in the domain knowledge of individual Samuel French agents. This lack of redundant information represented a significant threat to the future of the organization.

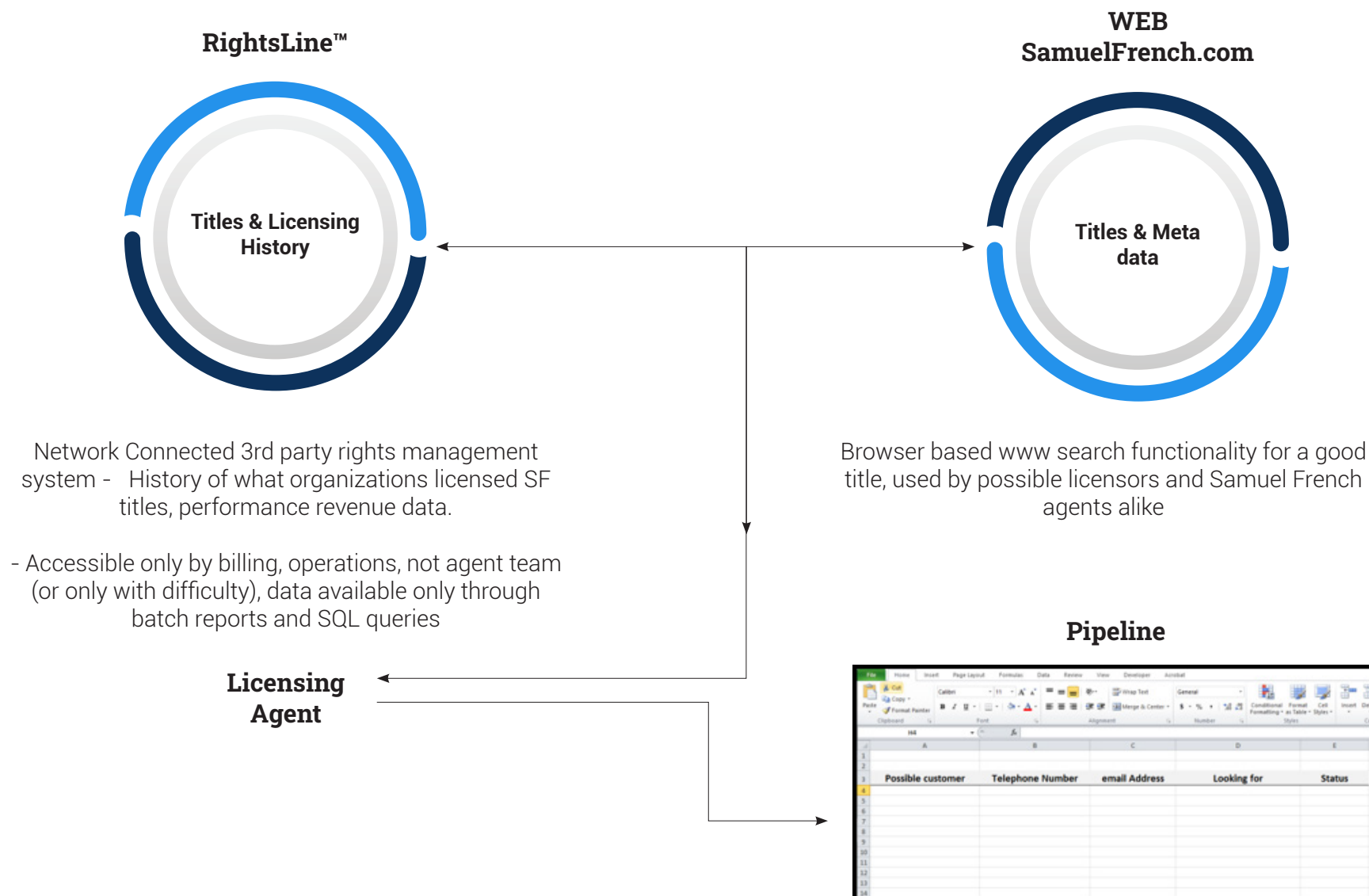
2. **System Interoperability**

The title data base (with meta data attributes) resided in the web system facing the outside - not in a CRM system in which Samuel French agents could view historical licensing activity, or results by title or licensor.

Key steps in the licensing processes are managed by a highly specialized cloud service which manages revenues streams – and would be prohibitively expensive to replace.



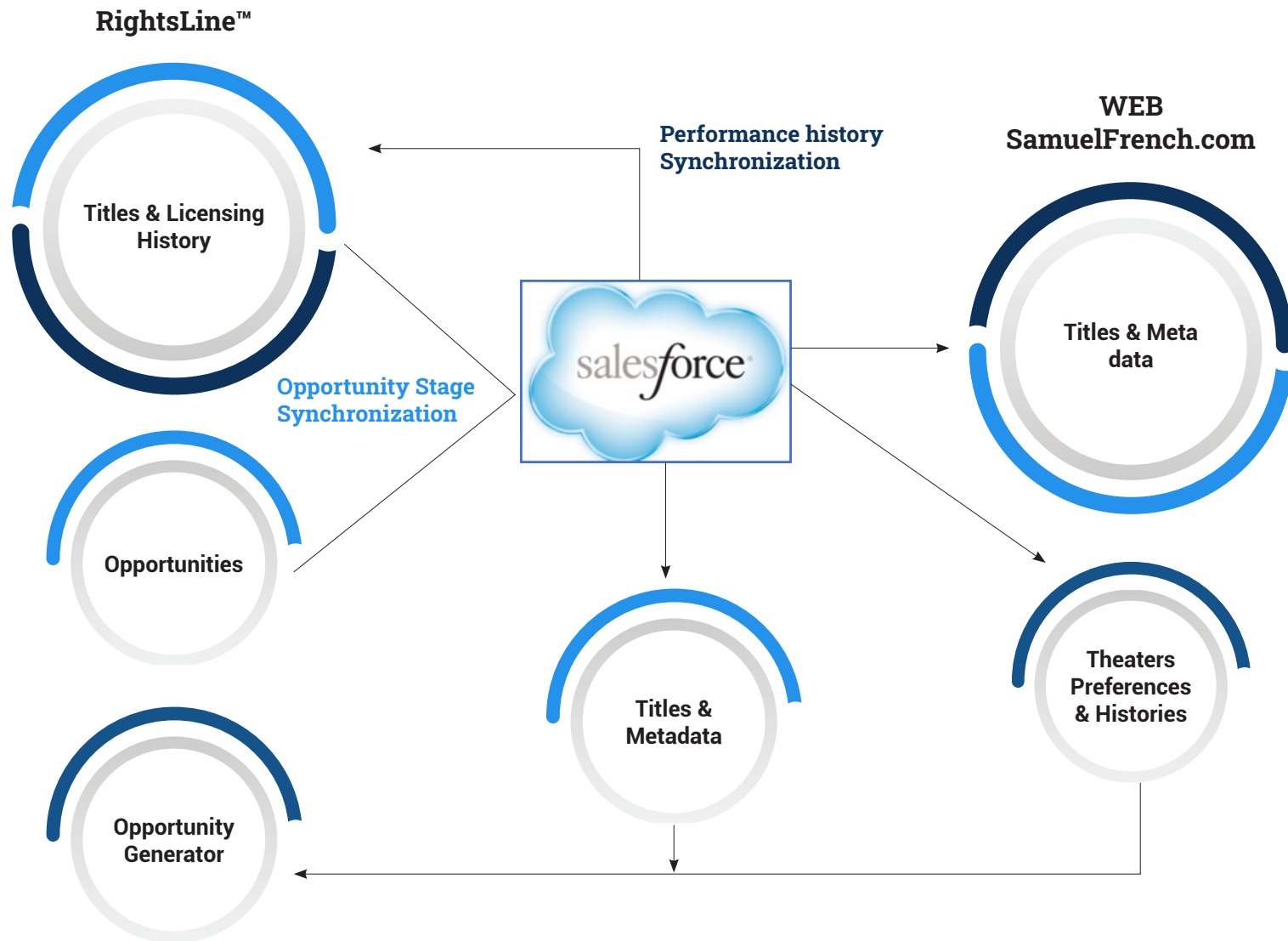
A Sufficient System 10 Years Ago



The Ayodia Solution

1. Integrate Salesforce™ with the SamuelFrench.com and RightsLine™
2. Implement Salesforce based AI algorithm - generate opportunities based on
 - Theater preference
 - Performance history
 - Title metadata
 - Theater revenue potential.

Ayodia Solution Architecture



Sales Opportunity Engine

Ayodia built an "Opportunity Engine" that facilitated the matching of client specifications (genre, roles, subject matter) with appropriate titles.

Finding Opportunity Candidates

Profiles – Must, NO and Preferred

Production Profile

TARGET - Grand Course

Profile Detail

Country: USA
Genre: Action
Production Profile: Action
Production Profile: Action

Profile Parameters

Must	NO	Preferred
Country	USA	USA
Genre	Action	Action
Production Profile	Action	Action
Production Profile	Action	Action

Confidential

Opportunity Candidate Generator

Organization & Market Parameters

Opportunity Generator

Search Against Open Screened Profiles Between

Start Date: 1/1/2010 End Date: 12/31/2010

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Opportunity Candidate Generator

Title List and Search Restrictions - Output

Search Title

Exclude Titles if

Opportunity Candidates

Serial	Title	Year	Genre	PG Rating	PG Cost	PG Value	Rating/Quality
1	THE FANTASY FACTORY	2010	Action	PG	1	Bringing Home the	4.5

Confidential

Project Outcome

Two years following project

- Topline revenue increased 32% over two years through direct marketing on content generated opportunities.
- Enabled Samuel French to be an attractive acquisition candidate. Concord acquired the company

