MCH
MOVIE CHAINER

For immediate release

Paris April 12, 2022

Backup Systems Muscles Up its Moviechainer Service, adding AI Machine Learning Technology to Revamped Offer.

Launched commercially in 2015, the MovieChainer web service provides entertainment professionals with a comprehensive and business-oriented tool to manage their IP rights and build up their businesses. MovieChainer client roaster comprises 30+ companies including powerhouses TF1, MK2, Fintage House, Universal Polygram, Memento...

"To some extent, the pandemic has been a moment of truth for MovieChainer " admits Product Owner Philippine Roy. "With a 30% increase in the daily use by our clients during the 20/21 confinements we did feel MovieChainer was one of the tools making home-office workable."

"User connection data collected during confinement is also enlightning" adds Roy : "While institutions and studio clients were flawlessly combining different trades across their teams - all centralized and processed through MovieChainer, our indie clients' use was mostly limited to MovieChainer's core financial features. "

In this context the MovieChainer team felt the urge to redefine its mission : bringing agility to all content industry players. This has been achieved with a revamped version of MovieChainer focusing on two basic pillars:

- Scale up: bring the same level of service and all the key features we have developed on a custom-basis for our institutional and studio clients to the indies, in one same scalable version of our SaaS.

- A carte treatmeà lnt with more than 100 power-ups features to choose from so that the app matches the needs of any trade in the content industry.

"Whatever their size, agility has become a necessity for all companies in the content industry" says MovieChainer CEO Jean-Baptiste Babin. "To accelerate this transition MovieChainer is at the forefront of AI-driven innovations for data management. This will very soon make a huge difference and we expect Content Tech to be the next Fin & Legal Techs".

MovieChainer just won the 7th Concours Innovation Award, run by French Public Investment Bank BPI France, for its R&D Program focusing on smart interoperability and data formats used in the entertainment industry.

First implementation will be the possibility for new clients to use Backup Systems' machine-learning protocols to automatically identify, analyze, sort and transfer any relevant data to MovieChainer. "

"It is not about migrating from one system to another - MovieChainer has been doing it for years- It's about enabling clients to scan their drives, servers and apps, retrieve all their content-related data whatever the format, analyze, sort and ingest it as a continuum rather than a one shot. We plan to enroll beta testing clients as soon as this summer!" adds Mehdi Mimouni, Backup Systems' new commercial director."
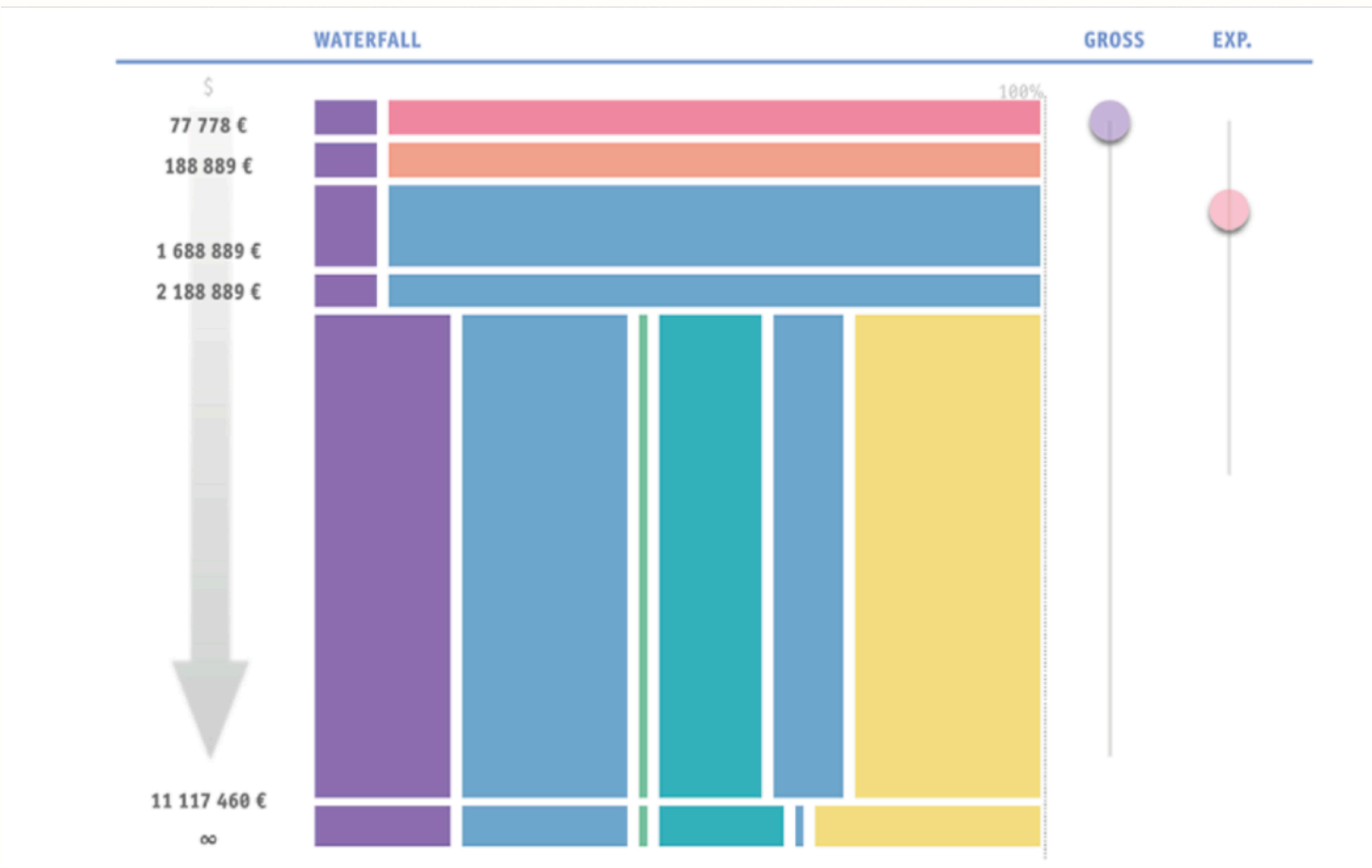
" And there is more, as MovieChainer's new offer specifically addresses the challenges of the independents with a straightforward and cost-efficient solution" Mimouni concludes.

From April 2022, the Moviechainer offer will be structured in the following 3-fold way:

1- The MovieChainer Essentials:

Comprises the full bulk of features as necessary for any IP-based business to run, enhanced by proprietary MovieChainer data-viz and continuous R&D :

- Library Titles manager
- Contracts manager
- Licensing manager and Standard CRM
- Professional database

- Revenue manager
- Waterfall modeling and simulation
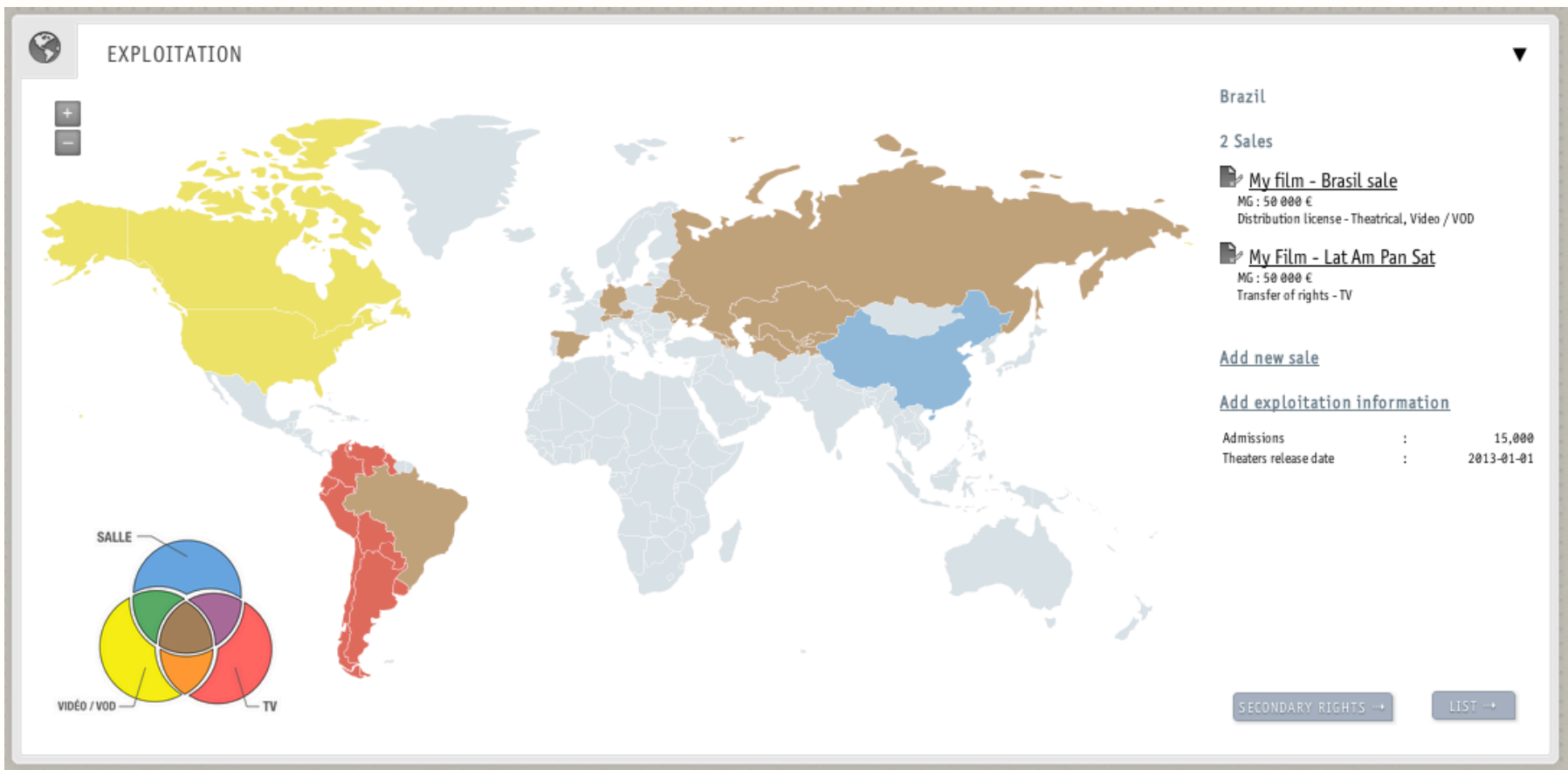- Workflow manager
- Export format and PDF publisher

Live interactive waterfall representation of revenues on a given stream © Backup Systems

2- The Complemental Kits:

- Invoicing & Purchase Management & Account Synch
- Royalty Management
- More to be announced

3- The Power-ups:

A new addition to the revamped offer, power-ups are additional features and settings developed by MovieChainer over the years to cater for constantly evolving trades and business needs, including broadcasting, production, sales, distribution, development, funding, collection, advisory, representation. Interactive distribution map, mass-automated royalty reporting, multi-currency management... are examples of some of the 100+ power-ups available for MovieChainer clients. Power-ups are made available by bundles of 10.

Interactive Distribution Map © Backup Systems

Pricing:

MovieChainer is available as a SaaS. Monthly subscriptions range from 500€ for a standard 3-users plan, up to 1,600€ for the fully fledged version for 20 users. Instant quote is available on the MovieChainer website, making MovieChainer the first SaaS in the industry offering a transparent fee structure.

Continuous improvement and access to new features and settings are included in every subscription.

New offer is designed for SMEs as a priority. Plans over 20 users or involving on-spec technical development are out of the scope of the new MovieChainer offer and require assessment by our team.

MovieChainer anticipates a x3 growth of the number of its clients through the first 6-months of release, while maintaining a uniquely balanced geographical reach.

Visit www.moviechainer.com for more information on MovieChainer and Backup Systems.

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