



New product, new offer

PRESSKIT

Launched commercially in 2015 by **BACKUP SYSTEMS**, the **MOVIECHAINER** web service provides entertainment professionals with a comprehensive suite of business-oriented tools to manage their IP rights and build up their businesses.

While rights management and administration are often seen as complex and time-consuming, IP-rights are entertainers' only asset: their treasure and insurance policy, studios, independents and talents rely on them.

MOVIECHAINER helps entertainment professionals centralize projects and data, carry out their projects and business, report and capitalize on transparent and reliable information. In other words, it's everything entertainment professionals need to optimize their time and revenues, while generating relevant insights on their business performance.

After 7 years accompanying entertainment clients in their daily rights and business management, **BACKUP SYSTEMS** is proud to its revamped leading product together with a new offer providing more services, enhanced tool customization and frictionless onboarding. Release is set for April 2022.

OUR STORY

As filmmakers ourselves, our strive has always been to find the best tools to improve efficiency and information flow. A few years back, when we needed it, none of the few services available felt like they were suitable for our development, production, financing and distribution business operations (450+ films and series at Backup Media, worth €1b+ production budgets). We just had to develop it.

After a couple of years of development, we showed MovieChainer to a few partners who organically became our first clients. In 2020, our client roster included 30+ companies including powerhouses TF1, Memento, The Match Factory, Bron, MK2, Charades, Polygram, Fintage House, for which Backup Systems provides tailor-made solutions.

The same year 2020, with the pandemic disrupting our industry work habits, we decided to scale-up and strengthen our offer to service more clients and help them transition to a radically more remote business approach. Such roadmap required to invest in an ambitious R&D program to accelerate innovation and foster MovieChainer's robustness and market relevance. Our R&D priority focus being:

- Interoperability, both as an essential element for MovieChainer's service to blend seamlessly within every organisation's digital ecosystem, and more widely as a pledge towards open systems to create more value for our industry. MovieChainer's program centers on AI machine learning to create native interoperability with third party data formats (Winner of the 7th Concours Innovation Award, run by French Public Investment Bank, BPI France).
- Development of data-centric business models for all trades within the entertainment industry. Launch of an internal R&D department. Partnership with French Public Universities to host PHDs under our lead Data Analyst's supervision.

It's not only about answering clients' needs. We feel the need to bring tech breakthroughs into our industry and enable entertainment professionals to make more out of their day with fewer resources.

After 5 a years' experience designing the ideal service for each of our clients, we are now ready to scale this experience into a new a-la-carte offer bringing the best of our past innovations into one unique solution for all. This approach enables a way quicker and frictionless onboarding, and complete freedom to cherry pick among 100+ features to cover any and all of our clients' needs.

We are very proud to present the new version of MovieChainer, a service made by filmmakers, for filmmakers and with filmmakers.

Jean-Baptiste BABIN & Joel THIBOUT, founders

A COMPREHENSIVE SOLUTION



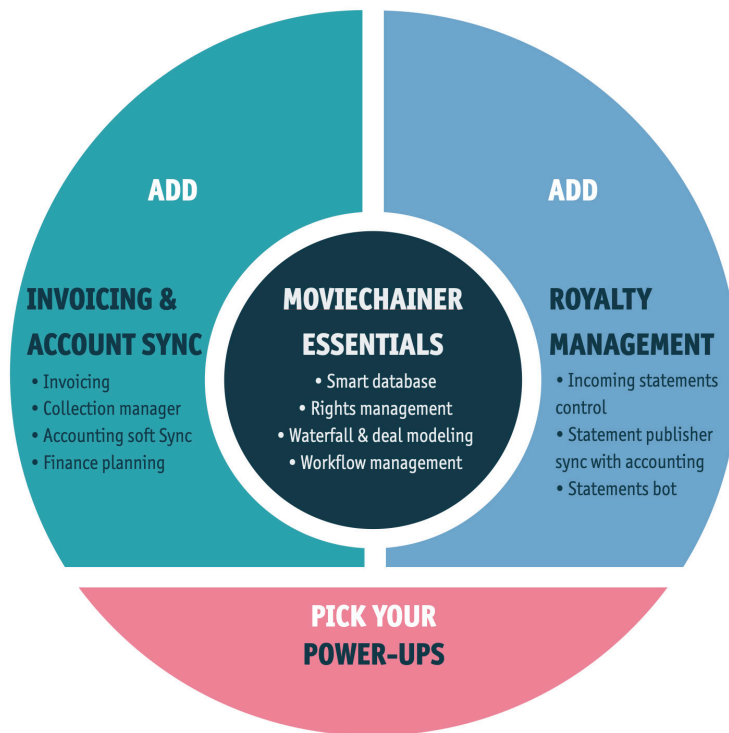
OUR A-LA-CARTE OFFER

1. CHOOSE YOUR PACKAGE _____

Everything starts with the **MOVIECHAINER ESSENTIALS**. You then decide whether you need to plug-in the **INVOICING & ACCOUNT SYNC** kit, the **STATEMENT MANAGEMENT** kit - or both !

2. PICK YOUR POWER-UPS _____

Over the years, **BACKUP SYSTEMS** has developed **100+ additional features and a-la-carte settings** to cover the needs for all trades and businesses, including development, production, financing, sales, distribution, collection, advisory and representation. Power-Ups are sold by packages of 10.



OUR COMMITMENT

A RELIABLE AND SECURED INFRASTRUCTURE

- Servers protected by an https protocol
- World's leader server host with 3-sites-backup policy
- Double authentication system
- Connection data stored using Salting Technology
- Pending SOC-2 certification

AN INTEROPERABLE ECOSYSTEM

- Machine Learning enhanced migration protocols
- Active partnerships and APIs : Cannes Festival's Cinando (films, companies and contacts) + Comscore (global box-office) + Sage / Datev / SAP / Louma (accounting) + Moonday (entertainment news and social media)
- More to come soon

AGILE, EVOLUTIVE & RESPONSIBLE

MovieChainer's constant R&D investment and continued technical improvement is aiming at harvesting the tools for tomorrow's entertainers and specifically:

- Enabling frictionless workflows and optimise business streams for our clients ;
- Promoting new ways of sharing information within the industry for the benefit of the creative community
- Contributing to a new market intelligence
- Participating to a community of like-minded players to leverage data-centric models
- Promoting environmentally and socially responsible practices

CLIENT SUCCESS

- 24/7 maintenance
- Dedicated contact person for each client.
- Training provided upon onboarding and available throughout the subscription plan

AN EXPERIENCED MAIN CORE



PHILIPPE
CHIEF TECHNICAL OFFICER



PHILIPPINE
PRODUCT MANAGER



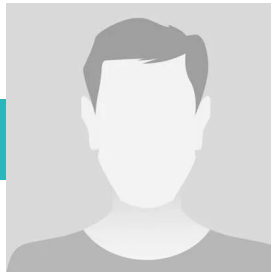
NATHAN
R&D OFFICER



MEHDI
HEAD OF SALES



FRED
LEAD DEVELOPER



GURVAN
CYBERSECURITY ANALYST



JULIA
PRODUCT OWNER



SANDRINE
HEAD OF PARTNERSHIPS

THEY SUPPORT US

BPI FRANCE' I-NOV AWARD

In **2021**, Backup System won the I-Nov competition and was awarded BPI France's grant and loan to co-finance its ambitious Interoperability & Data AI program.

CNC & BPI FRANCE'S RIAM

As soon as **2012 through 2014**, MovieChainer's large-scale developments have been supported by the Research & Innovation in Audiovisual & Multimedia Program (RIAM).

The RIAM Program is co-managed by France's CNC and Banque Publique d'Investissement (BPI France).

IFCIC & EU'S ESIF

In **2019**, MovieChainer earned IFCIC's backing (Institute for the Financing of Cinema and Creative Industries), as a growth accelerator.

IFCIC's equity loan was financed by European Union's ESIF (European Fund for Strategic Investments)

THEY TRUST US



PRESS REVIEW

29/04/2019


MAKE A NEWS TIP? NEWSLETTERS U.S. EDITION VARIETY SUBSCRIBE LOG IN

Film TV What To Watch Music Docs Tech Global Awards Circuit Video What To Hear

HOME DIGITAL GLOBAL Apr 29, 2019 2:07pm PT

TF1 Group Joins MovieChainer's Client Roster to Keep Track of Revenue Shares

By Elsa Keslassy



Most Popular

- "Real Just Like That" (Season 7) Has More Than 700,000 Views on YouTube
- "The Handmaid Story" Reveals Identity of the Bitches: Still, Here on the Book Series for Movie
- "Ruffalo's Drag Race" Star, Dwayne "The Rock" Johnson: First to Sign! (Exclusive)
- SPONSORED: An Artist's Guide to Choosing a Business Manager
- Harry Potter Revision Special: Dwayne "The Rock" Johnson, Daniel Radcliffe, Emma Watson, Rupert Penry-White
- "Succession" Star Sarah Snook on She's Better Character Actress and the Cast's Real-Life Relationship

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11/02/2020


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Film TV What To Watch Music Docs Tech Global Awards Circuit Video What To Hear

HOME DIGITAL GLOBAL Feb 11, 2020 10:26am PT

MovieChainer Enlists The Match Factory, Memento Film Distribution, Polygram (EXCLUSIVE)

By Elsa Keslassy



Most Popular

- "Ruffalo's Drag Race" Star, Dwayne "The Rock" Johnson: First to Sign! (Exclusive)
- SPONSORED: An Artist's Guide to Choosing a Business Manager
- Harry Potter Revision Special: Dwayne "The Rock" Johnson, Daniel Radcliffe, Emma Watson, Rupert Penry-White
- "Succession" Star Sarah Snook on She's Better Character Actress and the Cast's Real-Life Relationship
- Tyler Scott Still Down for Awarded Interview With 'Cherry' Star, Says 'No Way' (Exclusive)

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12/07/2021

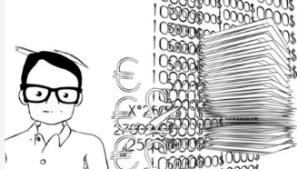
MAKE A NEWS TIP? NEWSLETTERS U.S. EDITION VARIETY SUBSCRIBE LOG IN

Film TV What To Watch Music Docs Tech Global Awards Circuit Video What To Hear

HOME DIGITAL GLOBAL Jul 12, 2021 10:00am PT

MovieChainer's Backup Systems Acquires Equity Stake in Moonday (EXCLUSIVE)

By Elsa Keslassy



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