Content.Agent

A NEW DIGITAL SEARCH ENGINE +
B2B MARKETPLACE FOR FILM LICENCE TRADING

Created in close collaboration with major industry players around the world (film producers, public + private broadcasters, film distributors, streaming platforms and others), the Vienna-based IMZ International Music + Media Centre has launched a new **digital marketplace and B2B search engine** for the global film trade: Content.Agent.

Content.Agent is a **decentralised application** with an intuitive user experience design. A powerful B2B search engine allows easy + effective media content browsing and increases the visibility of digital assets.

This allows **buyers** and **sellers** of audiovisual content to easily browse, find, create, negotiate + acquire global film licences, 24/7. Content.Agent allows industry users to

- Gain new distribution channels + earn more revenue
- Monetise their entire back- and front catalogue on a global scale
- Organise their entire catalogue in one place
- Find relevant distributor contacts in just a few clicks
- Negotiate in fully secure and confidential online conference rooms
- Pitch and co-create exciting new content

IMZ STANDARDS HELP THE INDUSTRY

A key component increasing the utility of Content.Agent are the **IMZ Standards:** specifically, the **IMZ Metadata Standard, ISCC code 4 film** and the **European License Ledger**.

Film metadata contains all the specs associated with a film, including director, duration, aspect ratios, production company and more. Content.Agent requires a specified minimum for all films and assets traded – the **IMZ Metadata Standard,** thereby establishing the latter an industry norm. This **increases visibility** and allows for **streamlined browsing** of assets.

All assets on Content.Agent are further identified by the content-based **ISCC code 4 film**: Open source and + free to assign, an ISCC is independently generated and serves as a content-ID.

All the relevant license information - including the ISCC - will be stored on the **European License Ledger**. Decentralized blockchain storage ensures **full data security** + **control,** guaranteeing that Content.Agent users can access all relevant license holder information.

By implementing IMZ Standards, Content.Agent provides the following unique benefits:

- **Higher visibility** and more efficient content browsing
- **Reliable information** on **business partners** and **rightsholders**
- **Control** over your own data
- **Individual and private** settings for licenses
- **Increased sales for rightsholders** and **choices for distributors** through private, 24/7 access to a well-stocked, liquid marketplace
- **Simple, accurate, fast and affordable licensing** of audio-visual content

- **Long, tail** and **micro-licensing,** to be enhanced with distribution and payment functions.

Content.Agent adds value to conventional business models and processes. It fulfils the demand for stronger digital cooperation within the creative industries, benefiting the entire sector and everyone along the value chain: artists, producers, distributors, and broadcasters.

Learn more at: www.contentagent.net

HOW IS CONTENT.AGENT FUNDED?

Since early 2019, the European Union has generously supported the IMZ International Music + Media Centre in developing Content.Agent, which is funded by the Creative Europe MEDIA Programme.

THE ORIGINS OF CONTENT.AGENT

Content.Agent is an entrepreneurial initiative and start-up founded by the non-profit organization, IMZ International Music + Media Centre.

The IMZ International Music + Media Centre is dedicated to the preservation and promotion of the performing arts through audiovisual media. Founded under the aegis of UNESCO in 1961, it has since established the most important business network for the performing arts film + cultural TV industry worldwide. The IMZ connects more than 150 IMZ Member Organisations at the intersection of performing arts + media: leading film production and distribution companies, public + private broadcasters, streaming + VOD platforms, opera houses, orchestras, concert halls, record labels, programme editors, dance companies and artists. Members include major players like the BBC, ARTE, ZDF, NHK, Unitel, C Major, EuroArts, Metropolitan Opera New York, the Vienna State Opera, Berlin Philharmonic or the London Symphony Orchestra. Content.Agent reflects the diversity of the IMZ Network, the performing arts film sector and Europe's cultural heritage as a whole.

As a market hub and primary source of information, the IMZ is committed to the business promotion of its members and the industry as a whole by connecting producers with coproducers, financiers, buyers or distributors, providing networking and pitching opportunities and advancing the future of cultural film through young talent promotion and audience development.

PARTNERS

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Learn more at: www.contentagent.net

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