

# TV Contract and Acquisition



Written By

David Render

Executive Producer

April 25, 2020

5 min read

## TV Rights & Licensing Digital Platforms



When it comes to potential options for Licensing and TV Rights to content below is an interesting take is a platform called Vuulr.

Vuulr is a global marketplace for film and TV rights where content is showcased instantly to a community of buyers and sellers thereby allowing contents to reach new audiences and markets. Vuulr

was founded by Ben Flint, Chris Drumgoole, and Ian McKeeoffers on the 1st of October 2017. It is a global blockchain-based digital market for broadcasters and filmmakers to sell, purchase and trade TV shows and movies. Tech and TV film content comes in this hub ecosystem of trade.

Vuulr serves as a digital meeting point for content owners, sponsors, and buyers. Plus, it uses blockchain technology to speed up content acquisition. Also, Vuulr allows content creators and content distributors to list their content on the platform. Even more, it will enable buyers to search for the contents, screen, and evaluate the content, negotiate the terms and conditions and make payments for the content. Make a researched and educated decision whether you are coming from a buyer standpoint or seller. You will be vetted by staff to determine. I sought more of the buyer acquisition side just because I am able to be free to work projects and with the people I desire to connect with better without explaining to everyone jumping through extra hoops through platforms through the submittal process. Good knowledge and information for those seeking to understand the licensing and acquisition process.

### Indie Rights

Indie rights is an online distributor of independent film that is based in Los Angeles, California. Plus, it is a subsidiary of Nelson Madison Films that was incorporated in 2007 to distribute films for independent filmmakers. Also, it was founded by Linda Nelson and Michael Madison.

Indie rights distribute films through video-on-demand services such as Amazon, Hulu, Google Play, etc. Filmmakers get to earn about 80% of the total revenue made from these platforms.

Indie rights is an open platform where independent filmmakers can submit their films for consideration, if your film is a good fit, then you will be required to sign over the right of your film. Then they make deals with video-on-demand services, and when the revenues start coming in, they give the filmmakers their share. Plus, they are not hyper selective with their acquisition because their business model is about acquiring a substantial and diversified library of movies.

### TRX

TRX, which is short for The RightsXchange, is a television and media distribution platform used by over a thousand sales and acquisition executives to discover great content and license TV rights online. TRX, which is based in London, England, was founded by David Frank and Matthew Frank on the

1st of February 2015. Also, they pride themselves with being able to help distributors and buyers to complete deals with little or no hassle.

TRX accumulates rights from multiple right holders at the same time enabling buyers to find and buy programs. Plus, they provide an array of tools that helps sales, delivery, and legal teams managing deals. Plus, it allows for the entire right deals to be completed online, from listing contents on the platform to browsing for contents, signing deals, and making payments on the platform.

Video-On-demand platforms do not negotiate and conduct businesses directly with filmmakers and video content developers, but do get a cut of what is made as a percentage of the deal. Many times people usually hear about how people get the bad end of the deal, and pay attention to the term deals. Attentiveness and level of legal understanding or counsel, this does not have to be the case. This has carved a niche for tv and media distro platforms to help connect the gap between VOD platforms and filmmakers by assisting VOD to get access to numerous video content and helping filmmakers get their content to numerous audiences through VOD platforms. Various options are meant for the whole ecosystem to benefit in some way, form or fashion to get a piece of the revenue. Revenue piece of the pie, from the top to the bottom.

