



WestEnd™ Software Introduces New “Programming” Module as Latest Addition to the WestEnd™ Workspace Suite of Enterprise Applications

WestEnd™ Workspace “Programming” module will enable management of rights and royalties for all digital and programmatic sales and position the company further into the entertainment industry

(El Segundo, CA) – Aug 5, 2015 – WestEnd™ Software, the leading developer of enterprise software for the licensing and entertainment industries, announced today the launch of the new WestEnd™ Workspace “Programming” module that will deliver rights and royalty management for audiovisual content in order to provide broadcasters, distributors and media studios an easier-to-use and more effective software solution. Building on its expertise with trademark and brand IP management for the consumer product industry, WestEnd Software has extended the capability of its flagship WestEnd Workspace suite of tools to better serve entertainment companies that also need to manage their programming rights and sales.

Beginning with the cataloging of all content and associated rights, WestEnd’s Programming module allows for setting up rights-in or rights-out contracts, processing sales information, generating royalty statements and integrating key financials into corporate accounting systems. A comprehensive reporting and BI dashboard also facilitates users ability to both identify rights availability data and report out key usage and sales statistics.

“By introducing our new Programming module, WestEnd Software is responding directly to the needs of large media companies that we have worked with for years in the consumer product space and appreciate what we have previously delivered,” said Padraic Moore, Director of Business Development at WestEnd Software. “This new WestEnd Workspace module adds the ability to manage program libraries, visualize rights positions and track all sales contracts in order to provide a comprehensive administration tool for clients to better manage program sales.”

WestEnd’s Programming module is based on the existing Workspace user interface and delivers a user experience that is simple and easy to use. A client can be confident that not only will their sales team be able to check rights and get clearances for new deals, but the accounting team can also use the solution to manage royalty reporting, participation calculations and integrate all financial data into the corporate ledger. In addition, the Programming module is unique in the industry as it can be run simultaneously with our Licensing modules so clients can manage both their consumer products and program sales businesses on the same platform.

Key features of the WestEnd Workspace Programming module include:

- Comprehensive library and title management including key meta data
- Entering and managing all rights-in and rights-out contracts
- Full rights and availability reporting for clearances



- Setting up participation contracts and calculating payments
- Complete accounting ledger for program financials
- Availability of Workspace Assets module for digital asset management
- Integration into Workspace framework for enterprise class experience

Mr. Moore added, "The WestEnd Workspace platform distinguishes itself based on the cutting edge technology we have utilized and a user experience that is second to none. We've been developing software for entertainment companies for well over a decade and are confident that the new Programming module, within our Workspace suite, will help clients maximize revenue and grow their program sales efforts."

Contact WestEnd Software now to learn more -- <https://www.westendsoftware.com/contact/>

About WestEnd™ Software

WestEnd™ Software Inc. is an innovative developer of enterprise software solutions having designed and delivered a number of leading applications in the Licensing and Entertainment industries. These applications have been deployed by and are still in operation at some of the largest companies in the world, including a number of Fortune 500 firms. The new WestEnd™ Workspace application suite focuses on a diverse set of enterprise functions, including contract management, accounting administration, approval workflow, digital asset management and business process management. Since 2004, WestEnd Software has developed a strong industry reputation and dedicated following for both the breadth of its offerings and the strength of its solutions to meet client needs. For more information, visit www.WestEndsoftware.com.