



Meta Connect is a beautiful, cutting-edge platform that allows our customers to create lineups and catalogue selections and share them effortlessly with their B2B partners & affiliates.

Managing the process of sharing sales & syndication content with partners can be complex and time-consuming. Territories, languages, rights platforms, value-add-material, imagery and more, all complicate the transaction, slow down the sales process, and create pain-points in the supply chain.

Despite the billions of dollars spent annually on high quality video, imagery, and copywriting for D2C marketing, it is still common practice to present content for sales and syndication using basic spreadsheets and PDFs. This fragmented and inefficient process is littered with manual touch points and substantially increases the risk of task duplication and human error.

Elegantly re-imagining this process was the challenge - the solution became the 'Connect' platform - an intuitive, cutting edge screener, sales and syndication window onto the customer's Meta title catalogue.

Take Control of Delivery

Clear information and attractive presentation are key to any sale. Videos are an invaluable part of the monetisation process, and Connect allows for the inclusion of full-length screeners, trailers, supplemental content, promos and more, alongside the crucial selection of programme information that is relevant to sales - e.g. Origination, Synopsis, Ratings, Language Availability and Rights.

Connect dramatically simplifies the process of sharing content and maximising the value of your catalogue. The comparison between a dry spreadsheet and the rich media displayed in the Connect UI clearly represents a paradigm shift for Sales and Syndication.





Why Change?

Connect creates an attractive piece of virtual real-estate for your business to monetize and market your entire entertainment catalogue.

As well as maximising the reach of your latest releases, why not open up your back-catalogue and present all your titles together? Content can be manually or automatically selected for sharing, then beautifully displayed in a crisp new online shop-front, complete with the promotional media, box-office, ratings, reviews, and local language information that inform your customers and help to push sales over the line.

As well as previewing the available catalogue, Connect goes a step further and allows users to make selections of content and submit them through the application. This includes selecting air-dates and rights platforms with the appropriate versions and choosing the subtitles and alternate language audio tracks that should be delivered with the content.

The advanced supply chain integration even extends to the process of configuring delivery, enabling - where business allows - Connect to take orders directly from users, validate against pre-set rules and automate the instructions for scheduling and content delivery.

In all - this is a comprehensive game-changer in the field of media sales and syndication. Developed through close partnerships with our existing clients, Connect is a best-in-class sales portal that enables self-serve for partners & affiliates.

Great design is essential to Meta and flows through all our applications. We want users to know that we care about the platform, and them, with every interaction. However, good design delivers more than just awards. User productivity is up by 3X and training and ongoing support requirements are less than half of comparative enterprise systems.

Meta is used by the World's leading film studios, platform owners and distributors including: MGM, WarnerMedia, HBO, EPIX, Envoi and Global Eagle.





Core Capabilities

- ## Contact Meta

More Information

For detailed product information or for more about our other products and services, please visit www.meta.how or check out our demo at <https://youtu.be/zgC7fKHolkQ>