

# GLOBALedit® Simplified Talent Approvals for #1 Entertainment Brand For Kids - Nickelodeon



*"It's so fast! GLOBALedit has drastically cut the time it takes to get approvals back from talent. In keeping with our paperless initiative, we can collaborate with our creative and production teams on both coasts online."*

*Susanna Martin, Manager, Photography, Nickelodeon Kids and Family*

## nickelodeon™

The Background: On April 1, 1979, cable subscribers tuned in to Nickelodeon, the first all-children's network in television history! By 1983, thanks to lots of research and input from their audience, Nick slid into home by introducing and incorporating the simple philosophy that drives them to this day: Nickelodeon is the place where kids can be kids. If it's good for kids, it's good for Nick. It is this thinking that has helped Nick become an Emmy-Peabody-Parents' Choice Award-winning network.

A subsidiary of MTV Networks, Nickelodeon operates Nick Jr., TeenNick, Nicktoons, and Nick @ Nite.

Nickelodeon's In-House Creative Services, Photo and Publicity Departments

This integral group handles advertising, publicity, and marketing needs as they relate to photography from concept, production, and processing, to tracking talent approvals, retouching, servicing media outlets, and working with licensees. They archive several thousand images each year.

### The Problem

- Printing and shipping time-sensitive contact sheets and hard drives is costly and eco-inefficient
- Process is time consuming and too complex for everyday users to navigate
- Difficult to track work-in-progress shoots and manage content with busy production schedules

### The Solution

- Enterprise Level Hosted GLOBALedit® brings together talent, publicists, marketing, advertising, and legal teams for global collaboration
- GLOBALedit® Online Talent Approvals provides talent with a simple, easy-to-use interface to approve images

### The Return

- Online Talent Approval Galleries allow users to collaborate with each other from anywhere, anytime, for faster communication
- Talent has secure access to galleries
- Talent is able to automatically notify publicity groups when images are ready for creative use
- Production teams are able to track work-in-progress materials
- Faster turnaround times have increased production of marketing and advertising materials
- High-speed file distribution reduces carbon footprint
- Enterprise Technology easily handles the large volume of photos and allows multiple users to securely work on materials from any location

### GLOBALedit® Online Talent Approvals

A secure, easy-to-use system for talent to mark media content and quickly notify creatives for approved art distribution