

# Expand Your Reach and Engage Learners Through Video Licensing

with Wazee Digital Commerce



## GET THE BEST CONTENT FROM PREMIER BRANDS:

- > Discovery
- > CNN
- > NCAA
- > U.S. Soccer
- > USA Track & Field
- > USTA – US Open
- > And, more

## ABOUT WAZEE DIGITAL

Wazee Digital is the leader in content management, delivery and monetization services for media and entertainment companies. With Wazee Digital Commerce, we serve major agencies, film and television studios, and sports and educational content creators with the biggest and broadest array of high-quality content for licensing. We provide one of the world's-largest managed video and metadata platforms as a cloud-based service, reducing or eliminating the impact of people intensive processes, legacy hardware and monolithic software on our customers as they transition to digital. For over a decade, Wazee Digital has provided video content owners including Sony Pictures Entertainment, Fox International Channels, Fox Sports, Paramount Pictures, National Geographic and the NCAA® with services and technologies that enable them to thrive in the digital world.

It's no secret that learners retain more knowledge with interactive applications and video. That's because 90% of information transmitted to the brain is visual, and visuals are processed 60,000 times faster than text by the brain. (You read that right. 60-thousand times.)

With an expanding array of interactive, online and mobile learning channels, there are more opportunities than ever for educational content creators and publishers to develop engaging learning experiences by incorporating rich media and video. And, with research showing time and time again the power of video in learning, there is no excuse not to.

That's where Wazee Digital comes in. Wazee Digital Commerce allows educational content creators and publishers to tap into a deep well of licensed content from premier sports, news, creative and top-tier Hollywood productions. Many educational content leaders have long thought these video moments were economically out of reach – but the experts at Wazee Digital can put this content at your fingertips, keep it well within your budget, and guide you every step of the way.

Wazee Digital Commerce is the biggest name for video content licensing. We have one of the world's richest, most eclectic and beautifully produced pre-shot content libraries under management – with more than 10 million hours of content.

For more than a decade, we've partnered with the most prestigious brands in sports, entertainment, and news to create a massive archive of the highest quality footage for licensing. We've brought together hundreds of libraries to represent decades of the most compelling moments in sports, creative, lifestyle, news and top-tier creative content shot by Hollywood's biggest studios.

The Wazee Digital Commerce experts can guide educational content creators and publishers through the sometimes mazelike steps needed to locate, clear and use video content. Not only do we bring you the right visual moments, we do so with unparalleled expertise and simplicity. Wazee Digital prides ourselves on being experts in rights-managed licensing – whether it's content we represent or not.

## Turning a Slam Dunk into Science

When most of us watch our favorite sporting events, math and science aren't top of mind. In reality, sports are teeming with educational lessons: statistical analysis of player performance, algebraic and geometric equations that help explain the flight path of a ball, on-the-field plays or team configurations, and real-world applied physics through observations of speed, force and motion. The learning opportunities are endless.

Wazee Digital Commerce education experts engage our clients at the earliest stages of curriculum design and testing. Our clients trust Wazee Digital to assist in vetting ideas, and identifying the footage to teach the most interesting and accessible lessons.

Wazee Digital's research services leverage our collective insight and know-how to find the perfect moments to bring your educational goals and objectives to life. We make sure you get what you need. Every time.

## New Curricula. New Challenges. New Ideas.

The world of education is changing fast. New curricula, new standards and new technologies are creating more opportunities to better engage learners. Wazee Digital is here to help.

As more educators learn that traditional classroom methods can be radically enhanced by shifting learning time outside the classroom, the demands for interactive, rich, educational content will skyrocket. In a flipped classroom, educators are dependent on access to immersive, online educational experiences that they can trust to engage learners, and deliver precise lessons in adaptive ways. Delivering those lessons is most effective through the real world application of learning concepts – concepts best illustrated through licensed video. Whether your lessons are historical, mathematical, or science-based, you'll find that video brings these ideas to life both inside and outside the classroom.

And, the flipped classroom isn't the only driver. Other educational trends underscore the importance of interactive and adaptive learning. Whether you're developing content to support the new rigors of teaching the Common Core, or developing tools and programs to serve the growing homeschool community, infusing those lessons with creative, professional and fun video enriches the educational experience, and adds value to your content.

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## Bring the Best Content to the Brightest Minds

We think that educational content creators and publishers should be free to focus on what's most important – engaging learners. Wazee Digital Commerce brings together footage services to let you do just that. Our strategic approach to content licensing starts with your earliest brainstorming phases, and supports you through curriculum design and product launch. From research, to endless footage options, to rights and clearances, and delivery, our content experts thrive on taking complexity out of your hands. Wazee Digital Educational Licensing lets you focus on bringing the best content to the brightest minds.

**Contact us**

For more information about Wazee Digital Commerce Educational Licensing services, please visit [www.wazeedigital.com](http://www.wazeedigital.com).

