



# Is Escrow the key to your business continuity?

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**mediagenix**

- ■ Introduction on Mediagenix
- ■ Escrow requirements from Mediagenix clients
- ■ Escrow in Mediagenix
- ■ Disaster recovery as alternative?
- ■ Q&A

# mediagenix



A trusted partner to the media industry for 30+ years



**2bn+**  
Viewers



**2'500+**  
services



**200+**  
Media Groups



**350+**  
Experts



**10'000+**  
Users



**60M€**  
25% ARR Growth



# mediagenix

Your Content life Cycle. Lean. Smart.

Strategize



**Content Strategy**

The right content...

Manage



**Content Value Management**

...smartly managed...

Engage



**Content Scheduling**

...engages the right audience

Data Insights – Augmented Intelligence – Automation

One Source of Truth

# Escrow requirements from Mediagenix's clients

- In RFP's or procurement
- Mostly large media groups and public broadcasters
- To protect **business continuity** in case of bankruptcy or winding up or in case of failure in delivery of support services
- To **mitigate business risks**

# Escrow in Mediagenix

- Only on specific request of customer
- Up till now, only for the on-premise version, not for hybrid or web-native solutions
- Fee 100% for customer and choice of deposits/full verification or not
- Challenge: evolution from on premise to hybrid to SaaS
  - Continuous deployment
  - Specific configurations, networking setups, security policies, and operational environments
  - Mix of proprietary, open-source, and third-party software



# Disaster Recovery as alternative?

- Focus on continuity and uptime
- Better alignment with cloud-based dynamic nature of SaaS
- Immediate failover (multi-zone, multi-region)
- Focus on prevention and readiness
- Continuous back-up and synchronization
- Coverage of a wide range of scenarios, including hardware failures, network outages, cyber-attacks, and natural disasters

# Conclusion

- The dynamics and complexity of Hybrid and SaaS applications makes software escrow less effective and more expensive (escrow as a service solutions)
- DR solutions focus on maintaining continuity, preventing disruptions, and enabling rapid recovery while Escrow focuses on contingency in case of bankruptcy, winding up or in some cases, lack of support services.



# Questions?

A decorative graphic consisting of three vertical bars and one horizontal bar. The leftmost bar is purple with a gradient from dark purple at the top to light purple at the bottom. The middle bar is blue with a gradient from dark blue at the top to light blue at the bottom. The rightmost bar is green with a gradient from dark green at the top to light green at the bottom. A horizontal bar at the top is blue with a gradient from light blue on the left to dark blue on the right.

**Thank you!**

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