

## Bridging the Many Digital Supply Chain Divides



Jason Peterson Bridging the Many Digital Supply Chain Divides from Dustin Mattison on Vimeo.

**Situation:** The majority of GoDigital's work is in music, film and television, which means its supply chain is very different from that of a typical hard goods manufacturer. GoDigital's goods are, to a certain extent, intangible, because they are digital.

**The Details:** The Internet poses a number of supply chain business model challenges in terms of infinite shelf space and pure competition. The supply chain is in place, as is the network of providers, which means entertainment companies can get their content to market, around the world, in different territories, and in different exhibition formats, but can anybody find it?

**What it Means:** "We recognized very early on that there was a massive problem facing the entertainment industry," GoDigital Media Group CEO, Jason Peterson said, "and that problem was: If I have millions of pieces of content and hundreds, if not thousands, of business partners, how do I get all of that content to all of those business partners who all have heterogeneous requirements in an efficient, cost-effective, quality-assured manner?" To address those problems, GoDigital built a set of integrated tools that deal with everything from contract rights-holder management through the asset-management, product creation, distribution, and, in the near future, market intelligence. [Click Here to Read Full Article...](#)

Jason Peterson

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Content Management & Supply Chain Automation

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GoDigital' CEO, Jason Peterson, talks digital supply chain management problems and solutions

Topic tags: Digital Distribution, Digital Supply Chain, Entertainment Supply Chain, Market Intelligence,

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