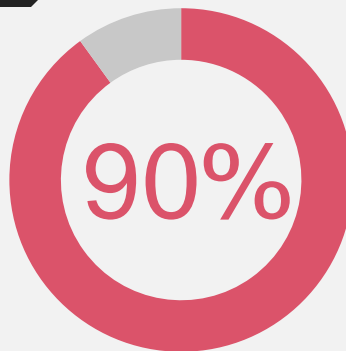**PwC and AWS**

Switch on possibility

Unlock the real value of intellectual property hidden in contracts using our AI-driven data extraction solution with AWS technology.

Extracting value from contracts is a tedious and costly manual effort

Studios, streaming services and other media companies execute thousands of contracts a year for creative development, acquisitions and distribution across the intellectual property (IP) lifecycle. Companies have traditionally managed the deal extraction and data management process manually and struggle with the complexities of digital rights management.

90%

With advanced AI techniques, AI-driven extraction reduces manual effort by up to 90%, efficiently extracting relevant information from your contracts and making data available to drive action-able business insights.*

Companies should be able to quickly answer questions that are derived from contracts, including:

1
What rights do I own or have acquired to produce a new film or TV show?

2
What derivative works can I make from that IP? (i.e., spinoffs, sequels, etc.)

3
What rights to a film or TV show can I sell to third parties for distribution on other platforms?

4
What other monetization opportunities are there for this IP? (i.e., games, podcasts, merchandise, etc.)

The solution:
Access to trusted, consistent and scalable AI-driven extraction

Our AI-driven annotation solution transforms contracts into digital intelligence, both on demand and at scale. Our annotation tech-enabled services can help accelerate your ability to extract the insights you need from your contracts – securely and with confidence. Automatically access the latest AWS large language models (LLM) to quickly extract terms and provisions from a wide variety of unstructured data and agreement types. Simply upload your contract into our solution and review the extracted terms and provisions. Our solution allows you to easily publish new attributes through prompt engineering, enabling users to quickly extract key information and view the contracts with relevant extracted information. Plus, leverage the GenAI chat feature to ask questions about a document and get answers immediately.

PwC has the deep experience needed to help deliver the insights and provide the support that your team is looking for. Our data science and industry subject matter specialists can work with you to identify critical contract templates and data elements, review results and customize approaches to enable viable output and remediation.

*Source: Based on PwC's AI-driven extraction services experience. Individual client results may vary based on contract types and the volume of contracts available.

Make your contracts instantly usable

Our solution can quickly and securely digitize various file types and enable you to extract hundreds of business-relevant terms, clauses and data attributes.

Access trusted PwC domain experience

PwC's deep industry experience is built directly into the technology, enabling you to navigate more complex information extractions, including customizing the data models to fit your specific needs.
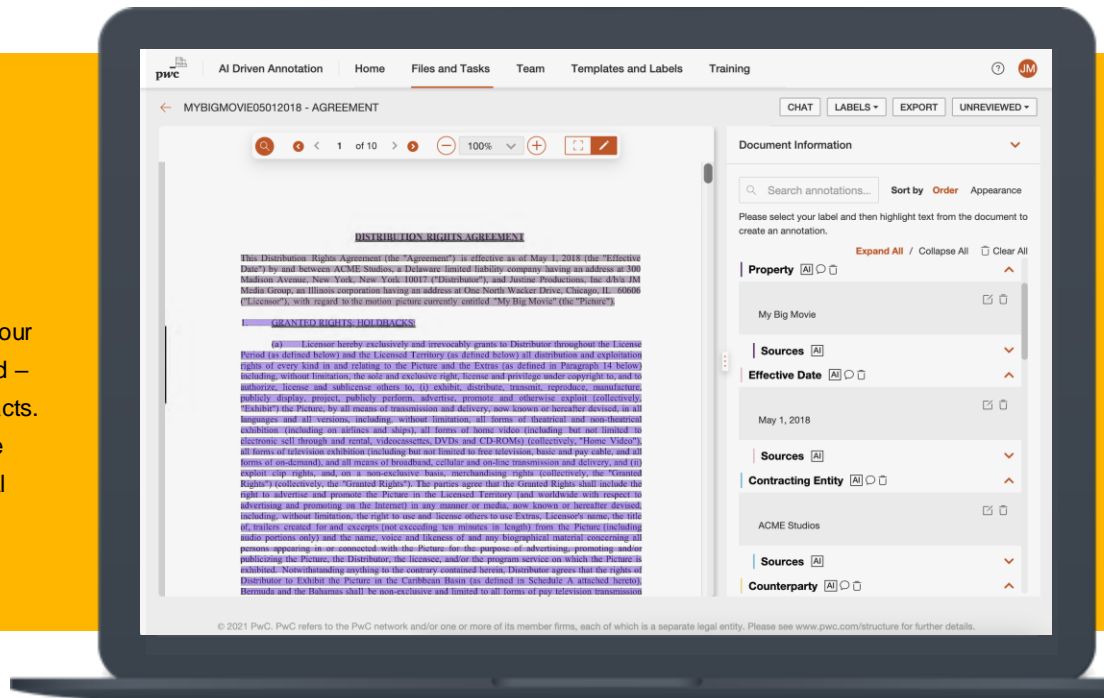
Get insights faster

Your team can be empowered with actionable intelligence to focus on attaining the goals most critical to your business and make more strategic, data-driven decisions.

Harness the power of generative AI

Using industry-leading GenAI and natural language processing, PwC can simplify your ability to capture the information you need – even from new, unique or complex contracts. With the speed and consistency of AI, the hours saved can be spent on other critical priorities for the business.

Key features include:

AWS cloud hosting

Scalable, secure storage with AWS S3

Native AWS services for orchestration and processing computation

Generative AI models via Amazon Bedrock (Claude LLM)

Streamlined user interface with secure authentication

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