

CATALOG, LOCALIZATION & FAST

Expert hands on HookMovies

HookMovies is a platform you can run yourself, but you do not have to do it alone. We help you adopt and get more from HookMovies, and we deliver done-for-you outcomes powered by it: catalog onboarding, localization, channel programming, rights setup, and managed operations.

GROUNDED IN THE PLATFORM

RIGHTS & COMPLIANCE THROUGHOUT

EVERY LANGUAGE



01 What we do

HookMovies is one network to watch, discover and create across every language: AI-driven streaming for audiences, and production, casting, rights and monetization for creators, studios and distributors. The services wrap around it, across its whole lifecycle.

Every service is grounded in a real platform capability. Engage one, or combine several into a program.



TRACK 01

Get more from HookMovies

Onboarding, localization, rights and monetization setup, compliance, and enablement so your catalog and team get the full value of the platform, faster and correctly.

Catalog Onboarding & Ingestion · Rights, Windows & Monetization Setup · Production-Ops Enablement · Trust, Safety & Compliance · Creator & Studio Enablement

TRACK 02

Powered by HookMovies

Done-for-you outcomes we deliver using the platform (localization, channel programming, audience growth, and managed operations) so you can focus on the films.

Localization: Subtitles & Dubbing · Channel & FAST Programming · Audience Growth & Discovery Tuning · Advertising & Sponsorship Setup

02 · TRACK ONE

Get more from HookMovies

Onboarding, localization, rights and monetization setup, compliance, and enablement so your catalog and team get the full value of the platform, faster and correctly.

WE BRING YOUR CATALOG ONLINE WITH YOU

From raw masters to a monetizable catalog

Our media engineers work alongside your team to ingest, transcode, QC, and enrich your titles into a clean, localized, monetizable catalog, so your films are discoverable and earning from launch, not stuck in a delivery backlog.

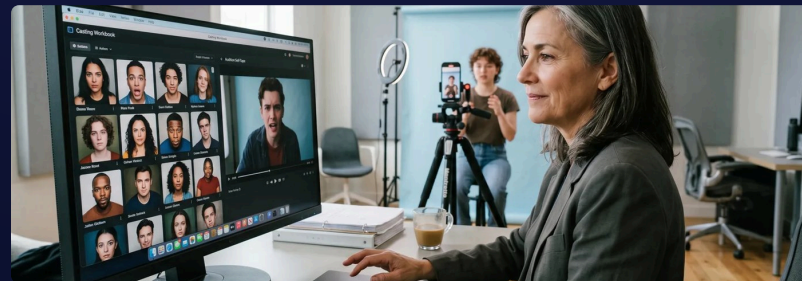
2.1 Catalog Onboarding & Ingestion

2.2 Rights, Windows & Monetization Setup

2.3 Production-Ops Enablement

2.4 Trust, Safety & Compliance

2.5 Creator & Studio Enablement



02 Get more from HookMovies: catalog, rights and production

2.1 · CATALOG

Catalog Onboarding & Ingestion

We get your titles live with clean, structured, localized catalog data, from raw masters to a discoverable, monetizable catalog ready for audiences.

- Bulk ingest of masters, mezzanines, trailers, and artwork
- Transcode, packaging, encryption, and QC pipeline setup
- Rich, localized metadata and multi-aspect key-art preparation
- External-ID mapping (EIDR / IMDb-style) and de-duplication
- Go-live scheduling and catalog-activation validation

2.2 · RIGHTS

Rights, Windows & Monetization Setup

We configure rights, distribution windows, and the monetization mix for each title so availability is always legally correct and revenue is captured.

- Rights modeling by territory × window × mode × edit
- Conflict detection and chain-of-title references
- Distribution windowing and territory rollout planning
- Monetization mix per title: AVOD, SVOD, TVOD, PPV, tips
- Entitlement and pricing configuration with tax handling

2.3 · PRODUCTION OPS

Production-Ops Enablement

We set up the production back-office around your creative work (budgets, schedules, call sheets, and approvals) so productions run on time.

- Production lifecycle and development-tracker setup
- Budget builder, scheduling, call sheets, and task workflows
- Casting and auditions workflow configuration
- Post-production and delivery handoff checklists
- Workspace roles, activity audit, and team onboarding

02 Get more from HookMovies: protect it and make it stick

2.4 · COMPLIANCE

Trust, Safety & Compliance

We configure HookMovies to meet your compliance bar: moderation, rights enforcement, content protection, privacy, and kids safety mapped to your markets.

- Moderation policy, DMCA, and content-fingerprinting setup
- Geo-rights enforcement and availability verification
- Multi-DRM, watermarking, and concurrency policy
- Privacy (GDPR/CCPA/DPDP), consent, and DSAR workflows
- Parental controls, kids profiles, and per-region ratings

2.5 · ENABLEMENT

Creator & Studio Enablement

We get your teams genuinely productive, with role-based onboarding, golden-path templates, and training so creators publish and studios operate from day one.

- Hands-on workshops for creators, studios, and channels
- Golden-path templates for publishing and production-ops
- Onboarding checklists, tours, and curated learning paths
- API, SDK, and MCP adoption for partner teams
- Success reviews as your catalog and audience grow

TRACK ONE AT A GLANCE



Engage one service, or combine several into a program. Every service is grounded in a real platform capability.

03 · TRACK TWO

Powered by HookMovies

Done-for-you outcomes we deliver using the platform (localization, channel programming, audience growth, and managed operations) so you can focus on the films.

OR HAND US OPERATIONS

Managed studio & channel ops

When you would rather focus on the films, we run the operational side for you: channel/FAST programming and live-event operations, catalog health, ingestion and QoE monitoring, and audience, revenue and payout reporting back to your team.

3.1 Localization: Subtitles & Dubbing

3.2 Channel & FAST Programming

3.3 Audience Growth & Discovery Tuning

3.4 Advertising & Sponsorship Setup



03 Powered by HookMovies

3.1 · LOCALIZATION

Localization: Subtitles & Dubbing

We help your films travel: subtitle and dub tracks across the languages your audience speaks, with human-in-the-loop quality control.

- Subtitle/caption creation and timing, including SDH
- Dub track production and descriptive audio
- AI-assisted ASR + translation with human QC
- Per-language metadata and artwork localization
- Localization planning driven by audience demand

3.2 · CHANNELS

Channel & FAST Programming

We design and program your linear channels and live events, building a lean-back audience and monetizing it with server-side ads.

- FAST channel design and electronic program guide setup
- Scheduled premieres, watch-alongs, and PPV events
- Server-side ad insertion (SSAI) and ad-pod configuration
- House ads, sponsorships, and frequency-cap policy
- Catch-up/DVR configuration and QoE monitoring

3.3 · AUDIENCE

Audience Growth & Discovery Tuning

We help your titles get found and finished, tuning discovery surfaces, editorial, and lifecycle messaging to grow watch-time and conversion.

- Editorial collections, hubs, and curated rails
- Recommendation surface and ranking tuning
- Lifecycle messaging: new-release, leaving-soon, price-drop
- Short-form "Hooks" strategy that funnels into full titles
- A/B testing of artwork, metadata, and rails

3.4 · ADVERTISING

Advertising & Sponsorship Setup

We help you turn ad-supported and FAST inventory into revenue: campaign setup, inventory management, and measurement with rev-share to creators.

- AVOD/FAST inventory modeling and ad-server integration
- Sponsorship and house-ad campaign setup
- VAST/VMAP, frequency caps, and skip-rule configuration
- Campaign performance measurement: fill rate, CPM, completion
- Rev-share configuration back to creators and channels

04 How we engage

A clear path from intent to impact. The same loop whether it is a single catalog onboarding or a multi-quarter program: scoped, reviewable, and reported at every step.

01

Discover

We map your catalog, audience, markets, and goals, and agree on what "done" looks like before any work starts.

02

Plan

A scoped plan: ingestion approach, localization scope, rights and monetization model, and rollout sequence.

03

Build

We onboard the catalog, set up rights and monetization, program channels, and validate everything before go-live.

04

Operate

We hand over with docs and enablement, or stay on to run programming and operations, monitored and reported.

ENGAGEMENT MODEL

Engage one service, or combine several into a program. Prefer a structured partnership? See hookmovies.com/partners.

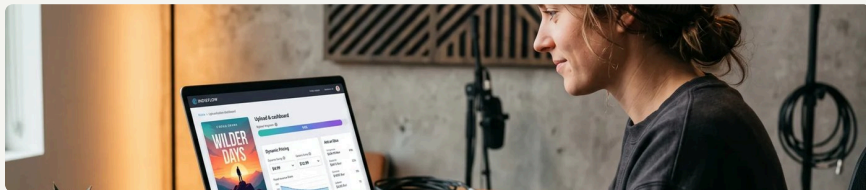
PRICING

Contact us. Tell us about your catalog, audience, and goals and we will recommend the right mix.

05 We leave your team able to run it without us

Every engagement ships documentation, golden-path templates, and hands-on enablement. Whether you keep us on to operate programming or take the keys yourself, your creators and operators understand the platform, not just the dashboard.

- Role-based workshops for creators, studios, and channels
- Golden-path templates for publishing and production-ops
- Onboarding checklists, tours, and curated learning paths



HOW TO START

Let's scope what you need

Tell us about your catalog, audience, and goals. We will recommend the right mix of onboarding, localization, programming, and operations, and a plan to get there.

TALK TO OUR TEAM

hookmovies.com/contact

EXPLORE THE PLATFORM

app.hookmovies.com

GET STARTED

Let's scope what you need.

Tell us about your catalog, audience, and goals. We will recommend the right mix of onboarding, localization, programming, and operations, and a plan to get there.

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SERVICES

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PARTNER PROGRAM

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