

## Model of Excellence Profile – Baseline StudioSystem

Company Name:	Baseline StudioSystem	ICG#	11171
Address:	3415 S. Sepulveda Blvd., Suite 200, Los Angeles, CA 90034		
Product Name:	<b>The StudioSystem</b>		
URL:	www.studiosystem.com	President Name:	Daniel Sherlock

### Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence	<i>Business Model:</i> Subscription – Subscription
	<i>Content Models:</i> Original Compilation – Primary Research: Manual	<i>Distribution Model</i> Direct Sales – Direct Sales: Captive
Company Overview	Baseline StudioSystem, now a subsidiary of The New York Times Company, specializes in compiling and researching information on the entertainment industry.	
Product/Service Description	<p>The StudioSystem is the flagship product of Baseline. It is a rich and deep database of the entertainment industry, focused on the business aspects of the industry to create a powerful resource for those in the business to research companies, individuals and movies/television shows, identify business opportunities and negotiate deals.</p> <p>The database not only provides historical data on movies and television shows, but tracks those that are in development as well, making it a critical industry prospecting tool. The database tracks programming and casting like many popular consumer-oriented databases, but also tracks production companies, producers, directors, network distribution and project status. In addition, the database provides an impressive directory of industry players in a highly searchable format, and all with detailed contact information.</p> <p>In addition to a powerful relational database structure that allows users to drill deeply into the database from different perspectives, the product offers an elegant and intuitive user interface, and works hard to keep everything a user needs -- right down to a calendar of upcoming release dates -- at hand and in one place. It represents an excellent example of business process integration, and the depth and inter-relationship of key data elements is both impressive and effective.</p>	
Employees:	50 - 75	Main Telephone: 310- 434-7295
Profile Date:	6/20/10	Primary Market Served: 71 -- Arts, Entertainment, and Recreation
Ownership:	Public Company Subsidiary	Funding Source: Not Applicable
MofE Class:	2010	MofE Status: NOMINEE