

Unleash Your “TV Everywhere” Strategy.

A recent survey of 1300 digital video viewers found that 41 percent want “TV Everywhere”-style content access. Many of them already are accessing video content on a wide variety of devices such as laptops, mobile phones, portable video players, televisions and portable gaming players.

The Diffusion Group
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The Opportunity

TV Everywhere quickly has become a force for change in the digital media industry. It promises to give consumers exactly what they want - premium video content on demand, anytime, anywhere and on any device. While this creates new ways to monetize your TV and film libraries and build bigger audiences that watch more video, it also introduces an array of new challenges. From managing entitlement rights and clearance issues, to delivering the right content to the right users in the right distribution windows, to measuring and analyzing performance, the technical challenges are significant but the revenue opportunities are limitless.

The Solution

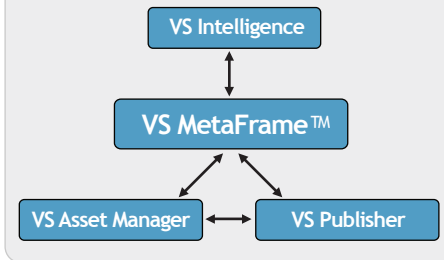
VideoSense® for TV Everywhere provides the products you need to deliver on the promise of TV Everywhere with a systematic, automated platform that enables you to manage the complex entitlement rights, distribution and clearance issues that are critical to your TV Everywhere strategy. As the industry’s only studio-grade, digital media analysis, operations and publishing solution, VideoSense for TV Everywhere is an end-to-end video platform that allows you to manage the complete digital media value chain, including ingestion, indexing, scheduling, programming, transcoding, distribution, performance monitoring and consumption analysis in a single solution. It provides an advanced metadata framework - called VS MetaFrame™ - that empowers you to distribute and publish premium video content across multiple platforms (laptops, mobile devices, game consoles, netbooks, portable video players, etc.), open up new revenue streams for your TV and film assets and build audience.

Key Features and Benefits

VideoSense for TV Everywhere is a complete, fully integrated product suite that enables you to:

- Create and manage all rights and clearances (distribution deal terms, actors, regions, dialog, subject matter, music rights and licensing concerns) through MetaFrame to ensure that all content is cleared for multiple platforms, regions and distribution windows.
- Generate and manage premium, time-based metadata for advanced clip and playlist creation, Google-like search and relevant content recommendations to increase viewing times and consumption.
- Automate media processing and operations workflow to simplify management and accelerate time to market.
- Manage publishing and distribution relationships to control where, when and how your content is viewed.
- Analyze usage and consumer behavior to deliver targeted programming and content scheduling for greater viewer engagement.

VideoSense® for TV Everywhere



VideoSense for TV Everywhere is a fully automated platform that enables you to deliver the right content to the right users in the right distribution windows.

About VideoSense and MetaFrame

At the heart of VideoSense is MetaFrame™, a unified framework for the creation, aggregation and distribution of rich metadata across your media business. An approach that is unmatched in the industry, MetaFrame processes each frame of video using proprietary algorithms such as facial recognition, scene classification, speech recognition, natural language processing, closed-caption time alignment and ad break detection to build a rich time-based, metadata management framework - or MetaFrame - of intelligent video tags. With more than 70 unique metadata tracks, MetaFrame manages hundreds, even thousands, of potential video elements (characters, actors, scene details, locations, behavioral information, etc.), to give you the deepest level of intelligence about your assets.

In addition to MetaFrame, VideoSense for TV Everywhere includes the following fully integrated yet completely modular products. You can deploy the complete solution or select those products that meet your unique business needs to help you deliver on the promise of TV Everywhere and build audience.

- **VS Asset Manager** streamlines the end-to-end digital media workflow through a unified and easy to use interface that increases efficiency while reducing costs. Asset Manager includes powerful features that automate ingestion, indexing, media processing, operations and storage.
- **VS Intelligence** combines advanced analytics, reporting and discovery capabilities with powerful features that enable Free Form Search, customized playlists, content recommendations, clip creation and ad targeting to drive more viewers who watch more video.
- **VS Publisher** manages scheduling, transcoding and distribution to open up new revenue streams for your film and TV assets by driving distribution and premium video content publishing opportunities.



MetaFrame can help you create and manage all rights and clearances to ensure that your content is cleared for multiple platforms, regions and distribution windows.



VS Publisher enables you to schedule, transcode and distribute your premium video assets to multiple platforms and distribution partners through a single, easy-to-use console.

Industry-Leading VideoSense is the Right Choice

VideoSense for TV Everywhere is recognized by analysts and leading Hollywood Studios, broadcasters, distributors and publishers as the industry leader in multiplatform digital media analysis, operations and publishing technology. To learn more about how you can unleash the power of VideoSense for TV Everywhere in your organization today, email us at info@digitalsmiths.com, visit us at www.digitalsmiths.com or call us at 919-460-4747.