

OPTIMISE YOUR CONTENT LIFE CYCLE & CHANNEL MANAGEMENT

Imagine editorial, sales, marketing and material handling staff using one integrated system throughout the entire process from production or content acquisition to press communication and publication. With everyone working on the same data you will attain unprecedented levels of accuracy and efficiency.

So what in particular can our solutions do for you?

Combine VOD services with ease and accuracy

You can have your content automatically scheduled on the VOD platforms and services of your choice according to the applicable rights and restrictions, business rules and your editorial aspirations. Or you can decide ad hoc where and when you publish content, backed up by rights verification.

In any case, easily manage the complex multiformat VOD workflow end to end, and publish the right versions and formats to the chosen publication systems.

In WHAT'S'ON you can also manage linear channels with basically the same tools, with the added advantage that you can have your linear schedules automatically drive your catch-up services.

Manage smart linear schedules end to end

One system can manage the workflow for all your linear channels end to end, from the creation of the strategic master plan with possible scenarios, over the chosen transmission plan with time slots for programmes, series, trailers, promotions, branding and sales, right down to the fully fledged playlist complete with secondary events and graphics.

All the way you rest assured your schedules stay within the budgets, and in line with editorial aspirations and regulatory requirements.

Information is exchanged with the other systems all along the integrated workflow, including last-minute changes. The final schedule is communicated to the public, and post-transmission calculations and reports are based on the schedule as run.

In WHAT'S'ON you can also manage VOD services with basically the same tools, and have your linear schedules automatically drive your catch-up services.

Don't leave money on the table

With WHAT'S'ON you maintain a wide range of information from the very start, i.e. the acquisition of rights and the creation of the contract or the commissioning process.

However complex the linear and non-linear rights get, you always know whether your scheduling is consistent with licenses.

With a few clicks you set up amortization rules and multicurrency payment schedules and you know the value of schedule and stock at any moment in the past, present and future.

This means you can provide accurate reports for informed management decisions, but also for reviews, monthly closings, and stock trend analysis. Finally, you can calculate the achieved ROI on different levels (transmission, day, channel, contract ...).

Streamline the material workflow

Get the drag and struggle out of a very complex process: having every piece of VOD content prepared and sent to the transcoding farms to be rendered into one file—complete with promotions, branding and commercials (if any)—that has the correct format for the diverse platforms.

Stay in control of the whole process end to end, and have the files sent to the respective publication systems with the data about when and where the content should be made available.

As to your linear channels, WHATS'ON supports any number of video, audio and subtitling components for the same product. Fully aligned with the current MAM systems, WHATS'ON interfaces with these systems to integrate the file-based workflow (including ingest requests and automatic status updates).

Build your audience - stay within legal boundaries

With stiff competition and an increasingly fragmented viewing audience, it is key to inform your target audience about your content and draw attention to important transmissions. To reach that audience, it will no longer do to plan promos on an ad hoc basis.

That is why WHATS'ON provides the tools for campaign style planning of promos in a cross-channel and multimedia environment. With WHATS'ON you can schedule promos—automatically, manually or combined—based on predicted ratings and campaign targets, and in line with regulations and context-sensitive restrictions. You can monitor and optimise campaign performance up to the last minute. WHATS'ON integrates the entire workflow from defining the targets up to production, campaign scheduling, publication and analysis.

You can have WHATS'ON warn you whenever your VOD or Linear content is scheduled in conflict with any applicable parental guidance rules (Compliance). The lenience with which content is viewed in terms of mature content, can vary greatly from region to region, and between different channels and platforms. Also, WHATS'ON will ensure your scheduling observes licence conditions and government regulations.

Integrate, automate & future-proof media operations

Importing and exporting information is key to good integration between systems and efficient company-wide processes. As systems change faster than ever, we believe you should be able to easily set up bidirectional interfaces with minimal intervention from MEDIAGENIX. That is why we not only provide the standard interfaces, but also a toolkit to create your own REST API calls.

The workflow engine with its graphical designer enables you to easily set up, maintain and monitor numerous workflows that involve multiple departments and multiple systems. You can autonomously adapt these workflows to changing needs. Monitoring is greatly facilitated by the visual representation of the workflow statuses and blocking issues.

Hit the targets and report on everything

To allow you to calculate and report on statistics, quota values or any kind of information, WHATS'ON offers a comprehensive set of reporting tools, as well as integration with BI tools.

Reporting can be automated, grouped and scheduled, with e-mail integration.

You can measure, monitor and report on content volumes and durations in linear and on-demand schedules to comply with legal, regulatory (quota) or management criteria.

The clever thing is that you can act on targets rather than react on error reporting, and as you can predict the final values, you needn't 'overshoot' just to be sure. Automatic music and copyright reporting can be tuned to country-specific conventions.