Right Content.
Right Audience.
Smartly Automated.

GET MORE BANG FOR YOUR CONTENT INVESTMENT.
STREAMLINE YOUR MEDIA OPERATIONS, BUILD A
BIGGER AUDIENCE, AND STAY AHEAD OF CHANGES.

mediagenix
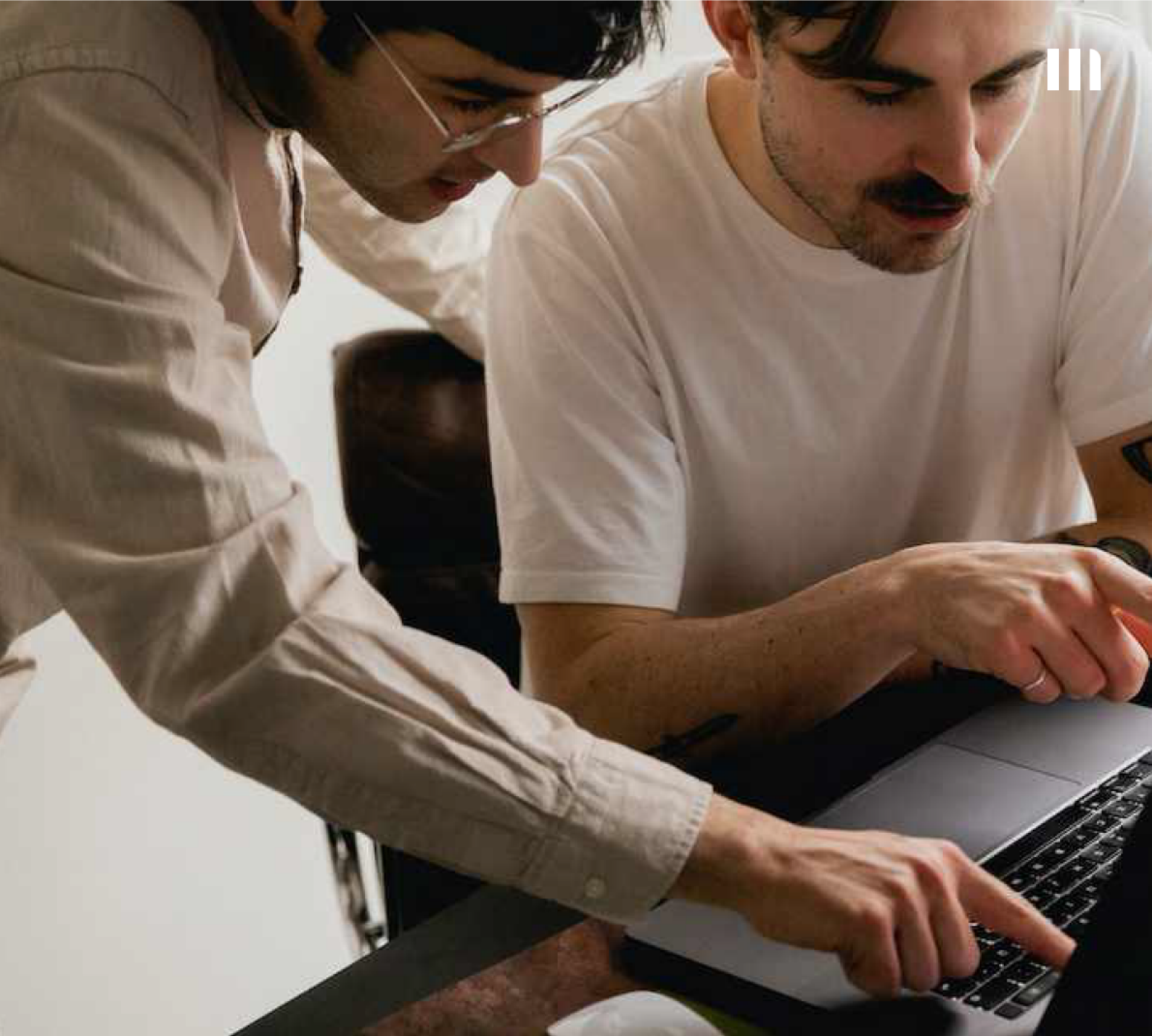
The Digitalized media landscape is booming with new opportunities...

... diverse distribution platforms, personalized experiences, and innovative monetization models. But with this abundance comes a challenge: managing your content in an ever-smarter way to:

- keep your audience engaged
- ensure a solid return on investment
- stay ahead of changes

How do broadcasters and media companies connect valuable, unique content with increasingly dispersed audiences across a manifold of platforms?

The combination of rising content costs and fragmented audiences are putting increasing pressure on the ROI of content. In many media operations these business challenges are amplified by an overly complex and inefficient content supply chain.

At Mediagenix, we understand the struggle that many media companies have with disconnected tools, outdated ad-hoc workflows and siloed data. These factors make it hard to unlock content's full potential.

Unleashing the full potential of your content

We offer a set of solutions to profitably connect the right content with the right audience. Smart content solutions that actively drive content lifetime value and audience engagement. They are modular SaaS suites that naturally follow the content lifecycle, from strategy and content value management to scheduling and personalization.

Each suite offers sets of capabilities you can select to optimize a crucial stage of your content lifecycle. They complement each other like building blocks.
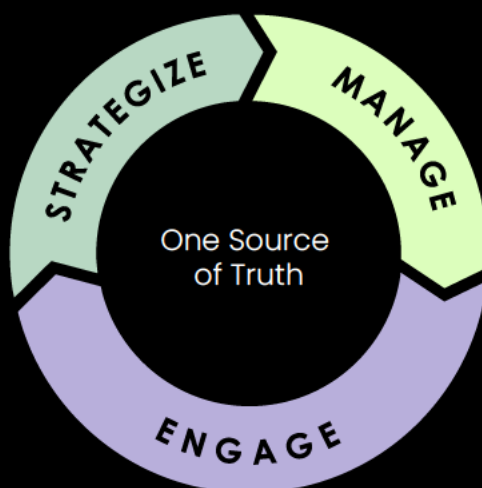
Content Strategy

- Strategic Planning
- Strategic Budgeting
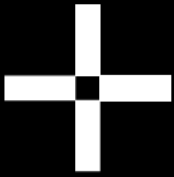- Content Intelligence
- Audience Intelligence

Content Value

- Title Management & Discovery
- Metadata Enrichment
- Production & Acquisition
- Contracts & Rights

Personalization

- Recommendation
- Curation
- Conversation
- Promotion

Scheduling

- Linear Scheduling
- On-Demand Scheduling
- Scheduling Automation
- Ratings Prediction

STRATEGIZE

MANAGE

ENGAGE

One Source of Truth

Content Strategy

- Your content ROI proactively managed; extensive content and audience intelligence driving your strategy, ideation, budgeting, and forecasting.

- Seamless collaboration between business and creative teams.

- Your strategies effortlessly translated into operational plans.

- 31% efficiency gain across your Content Strategy workflows.

- Better content decisions and 44% acceleration to monetization for your content.

Content Value Management

- A centralized title management at the core of your media enterprise, enriched with smart content discovery achieving a 40% improvement in catalogue discovery.

- Streamline workflows with content-centric applications designed for diverse teams and tasks.

- Integration with production companies to seamlessly and directly feed your content supply chain.

- Easy search of available content that can be distributed to a specific platform in a specific timeframe in a specific geography.

- 60% efficiency gain across your Content Value Management workflows.

Content Scheduling

- Your content effortlessly scheduled across on-demand, FAST, linear, and social channels.

- Automated scheduling with touchless operations and managed by exception.

- Channel scheduling up to 80% faster than manual workflows.

- Insights with integrated reporting across all distribution channels.

- AI/ML ratings forecaster that lead to 75% faster ratings forecasts and 27% more accurate forecasts.

Content Personalization

- Semantic content search, discovery, recommendation and personalization capabilities.

- Engaging and personally relevant recommendations that spark human emotions; as if provided by a friend.

- Semantic data enrichment to understand user's emotional connection with movies & episodic content, with data curated by content specialists.

- Advanced analytics to build audience knowledge for user acquisition, user retention, content performance and recommendation experience.

- Cutting edge personalization that increases engagement by 23% and conversion by 35%, while reducing curation effort by 50%.

While each SaaS suite can operate independently, they are also pre-integrated with the Mediagenix Media Business Platform to boost workflow efficiency and create a unified data foundation.

With the Mediagenix Media Business Platform,
you will never be stuck in the slow lane.

- Open architecture
- Easy and seamless integration with the ecosystem
- Easy scalability without significant impact on operations
- One source of truth
- Content and audience intelligence (BI and AI)
- Data-driven decision-making
- Seamless collaboration across and beyond the company boundaries
- Best-practice workflows
- Smart automation

Let's meet

With our strong history of content-centric operations and smart multiplatform scheduling, Mediagenix is your natural partner to make your content lifecycle lean and smart.
For more information or a meeting with demo, do not hesitate to contact us at sales@mediagenix.tv

About

Mediagenix is a global leader in smart content solutions to profitably connect the right content to the right audience.

The Mediagenix modular SaaS platform orchestrates the entire content lifecycle to actively drive content lifetime value and audience engagement. Content Strategy, Content Value Management, Content Scheduling and Content Personalization all converge into one lean, company-wide collaborative flow revolving around one source of truth.

Headquartered in Brussels, Mediagenix has offices in Bangkok, Denver, London, Madrid, Miami, New York City, Paris, Singapore, Skopje, and Sydney.

With a team of 400+ experts working closely with 10,000+ users, Mediagenix is the trusted partner for more than 200 media companies globally.