



## The Need

- In 24/7 live broadcast environment, locating specific video content quickly and efficiently from extensive archives requires greater granularity and user-defined parameters than what currently exists within traditional broadcasting media monitoring systems.
- Operators spend too much time and effort searching for specified video content, during legal reviews, ad verification, content review and repurposing applications.
- Keyword searches within many media monitoring systems allow just one keyword search at a time, while additional parameters would lead to more efficient search results.
- The majority of monitoring searches are limited to content keywords only, leaving out the option to filter searches with criteria such as date, time and channel, as well as keywords within a closed caption, alert report, as-run or traffic log.

## The Solution

- SmartSearch: Version 4.0 of Digital Nirvana's Media Management Platform includes a unique SmartSearch feature, which allows users to easily find clips based on specific parameters that they set.
- SmartSearch enables operators to filter for content on certain dates, times and channels. It also allows searches for keywords within closed captions, alert reports, as-run reports, and traffic logs.
- Users can utilize SmartSearch's Boolean search capability to define the search by adding AND, OR, + in the search, allowing search by multiple keywords if desired.
- Search results are listed in a summary list with a hyperlink that takes users directly to the video content.
- The advanced playback feature allows for playback at speeds such as 2x, 4x, 1/2x, 1/4x forward and rewind, for example, enabling faster operations during legal review, ad verification, content review and repurposing applications.

**FEATURE BRIEF:** Media Management Platform's SmartSearch

## About the Media Management Platform

Digital Nirvana's Media Management Platform can record multiple live video feeds in original and proxy format. It allows users to capture, edit, share, and manage content, as well as prove compliance, monitor quality and analyze video. Users in the Digital Nirvana environment can collaborate from anywhere via a web-based interface. It is designed for a variety of audio and video applications, including: broadcast television, government, entertainment, corporate, education, and for use by media monitoring companies.

The Media Management Platform runs on our Open Media Appliance and is available in three levels: Essentials (1RU), Pro (3RU), and Enterprise (3RU).

All systems include:

- Ability to record HD and SD in full resolution
- Hybrid Inputs: SDI, ASI, ASI-IP, ATSC, QAM and unscrambled DVB - T/C/S2
- Recording Formats: 50 Hz, 60 Hz, SD/HD
- Ability to record multi-language audio/video, VANC metadata, and CC/teletext/subtitles
- Easy-to-use interface for quick content search and retrieval
- Compatibility with all standards-compliant web browsers: Firefox, Safari, Internet Explorer, Chrome
- No need to install ActiveX
- Cut/clip and editing functionality for quality control, viewing, content repurposing and ad verification

### Industry:

Broadcast

### Product:

Media Management Platform.

### Version:

Premier

### Feature:

SmartSearch

### Benefits:

- Enhanced speed and efficiency in content searching
- Saves users time and effort when looking for specific broadcast content clips
- Allows for more flexible searching, and the ability to make searches as specific or as broad as desired

- Ability to export media to Flash, MPEG-2, MPEG-4, H.264 and XDCAM

## About Digital Nirvana

Since 1996, Digital Nirvana has been empowering customers with innovative knowledge management technologies. By combining media and digital technology expertise, Digital Nirvana makes it possible for organizations to streamline operations and gain competitive advantage with advanced product and service offerings. A comprehensive service portfolio includes media monitoring and analysis, market intelligence and analytics, and learning management services. Digital Nirvana is headquartered in Fremont, California with offices in Hyderabad and Coimbatore, India.

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