



The Need

- Media monitoring is a necessity for broadcasters and content creators. These users are constantly looking for ways to make their media monitoring tasks more time and cost efficient
- Those companies need a way to easily identify and cut clips from live or previous recordings for social media sharing, final editing, archiving and more.
- These type of organizations must provide ad verification, and must also ensure that closed captioning of their broadcasts comply with guidelines.
- Media monitoring can be a time-intensive task, therefore, it's beneficial to have a monitoring system that multiple employees can maintain.

The Solution

- Digital Nirvana's Media Management Platform Version 2.0 includes a powerful edit application known as "frame-accurate editor" that enables easy content preparation
- This feature allows for quick turn around when repurposing and editing content. Users can view live, captured, and stored content in frame increments within multiple encoding profiles. This material can be expanded or condensed down to frames per second. The user can easily scroll through media to find the exact cut clip desired.
- Users can easily select in and out points of the clip to cut, then send the material to others within the organization. Clips can be sent to the company's media department for social media sharing, or directly sent to FTP, cloud or MAM environments.
- Platform users can save any clip in high or low resolution. Low resolution is often better for quick saving and sending, with high resolution files more desirable for media sharing purposes.
- An unlimited number of users can collaborate on the platform from anywhere using a desktop or mobile device via the platform's standard Web-based interface.
- Content can be uploaded to the cloud and stored for final editing, re-broadcasting or social sharing purposes, as well as for media asset management (MAM) files or archives.
- Users have the ability to extract images and animated GIFs from video content to easily share on their website or social media platforms.
- OTT clipping and ad verification are also included the system, ensuring the broadcast's quality and compliance.

PRODUCT BRIEF: Frame-Accurate Cut Clipping

Media Management Platform 2.0

Digital Nirvana's Media Management Platform 2.0 features expanded applications for a powerful user experience, including functions to capture, edit, share, manage, comply and analyze content efficiently. Version 2.0 offers an expanded social media publishing function that allows users to easily publish video and audio content to popular social media platforms, and take advantage of Digital Nirvana's service personnel expertise to better coordinate and manage social media publishing.

Available in three different versions, the Media Management Platform runs on a feature-rich hardware application that accepts multiple inputs in one unit, allowing operators to do more with less hardware.

About Digital Nirvana

Industry:

Broadcast, Networks, Cable, and Media

Products:

Media Management Platform 2.0

Feature:

Frame-Accurate Cut Clipping

Benefits:

- Ability to quickly and easily locate live, captured, and stored frame-accurate content
- Once the content is identified, users can choose in and out points for the clip, select images, and extract animated GIFs to save and export for final editing, rebroadcast, MAM and archiving
- Frame accurate cut clipping saves users times and effort, allowing them to scroll through a large quantity of material to find what they're looking for
- Simplifies the task of media monitoring, sharing and archiving
- Provides ad verification and OTT clipping
- Allows multiple users to collaborate from any place at any time with a user-friendly, Web-based interface

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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