imagen

REALISE THE FULL POTENTIAL OF YOUR CONTENT

▶ ▶ ▶ ▶ ▶

STORE

Video, images, audio, documents and social media posts archived securely, accessed easily.

FIND

Access your entire media archive with ease. Intuitive ingest and management tools mean your portfolio is organised, indexed and ready to play.

VIEW

Imagen fits seamlessly into your business. Optimise the user experience for your specific audience. Customise the platform, generate revenue and improve return on investment across your archive.

DISTRIBUTE

Whether you're watching on-demand, streaming live or delivering broadcast-ready files, Imagen connects your audience with the content they need, at the fastest speeds.

MANAGE

Unlock your video's potential with intelligent management tools that lets you control, organise, share, analyse and curate your archive.

UNIFIED MEDIA MANAGEMENT AND CONTENT DISTRIBUTION FOR ENTERPRISE, SPORT AND MEDIA

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INGEST

- Browser-based upload of media in master format
- Permanent storage of media in original format
- Management of other media formats (document, audio etc.)
- API connections and live recording.

MEDIA, METADATA & PORTAL MANAGEMENT

- Custom workflows with variety of output formats
- Customer branded portal
- Pin-point searching
- Timecode-based metadata logging tool
- Online preview of files.

- Lightweight, online clipping tool
- Granular user permissions
- Group permissions
- Integration of SSO & API
- Analytics & reporting
- Monetisation options.

DELIVERY

- Delivery of original master file
- On-demand transcode to customer defined format
- Delivery in custom professional formats
- Accelerated file download
- Post direct to social media.

BBC

ENDEMOL SHINE UK

IMG

F1

EUROPEAN TOUR

GOODWOOD · RACECOURSE

IWM IMPERIAL WAR MUSEUMS

Ministry of Defence

4

pa media

ATP MEDIA

Premier League

bp

BRITISH LIBRARY

REUTERS

BFI Film Forever

TRUSTED BY LEADING BRANDS TO MANAGE, MONETISE & DISTRIBUTE SOME OF THE WORLD'S MOST VALUABLE MEDIA.

IMAGEN
FOR SPORT

Premier League

CASE STUDY
THE PREMIER LEAGUE

Video management and distribution in a league of its own.

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The Premier League Archive is a branded, self-serve content portal used to distribute the latest matchday action as well as providing access to over 5,000 matches – all through one highly secure, elegant web platform.

Powerful searches, online clipping and hassle-free credit-based consumption allow the Premier League's broadcast clients to quickly locate the content they need from a large library of exclusive content. Individual players, greatest goals and matchday interviews can all be located in seconds thanks to detailed shot list metadata – synchronised with video playback.

The result is a premium platform for premium content – optimised to facilitate discovery, offer enhanced choice and deliver broadcast ready video assets at blistering speeds to a global customer base.

> " THIS SERVICE SETS A NEW STANDARD FOR GLOBAL CONTENT MANAGEMENT. "
>
> Head of Production, Premier League

KEY FEATURES:

- Auto import and sync of Opta shotlist data
- 5000+ complete matches from 12 seasons
- Auto distribution to 4 global Imagen PoPs
- Clip or download entire games
- Monthly credits system for rights holders
- Curated pages for clubs and seasons
- Fully annotated archive for fast searching
- Rapid delivery of broadcast quality files using Imagen AFD
- Detailed match day data and team sheets
- Matches shotlisted using Imagen Media Logger.

CASE STUDY

ATP MEDIA

High-speed distribution of near-live content and controlled access to the ATP Media Archive.

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ATP Media is the global sales, broadcast production and worldwide distribution arm of the Barclays ATP World Tour Finals, ATP World Tour Masters 1000 and ATP World Tour 500 tournaments.

Imagen plays host to ATP Media's archive, enabling broadcasters and clients to search, playback, make clips and license content. The archive, which spans from 1990 to present-day includes full match action, behind-the-scenes footage and interviews.

The Imagen system also takes near-live content from ATP Media's tournaments and publishes the media just minutes after the live event. Secure links are provided for broadcasters, news agencies and other clients to download the latest-high resolution content at high-speed using Imagen's Accelerated File Download feature.

KEY FEATURES:

• Fully branded content management platform

• Exclusive access to footage from 270 tournaments

• Monthly credits system for rights holders

• Full tournament and player profiles

• Automated ingest from ATP tournaments

• RSS notifications of new content to subscribers

• High-speed file delivery of broadcast quality files

• Shotlisted content for pinpoint accurate searching

• Faceted searching including sorting and filters.

> " **IMAGEN PROVIDED ALL THE COMPONENTS WE NEEDED TO SHARE OUR MEDIA EASILY AND SECURELY.** "

Stuart Watts, COO, ATP Media

IMG
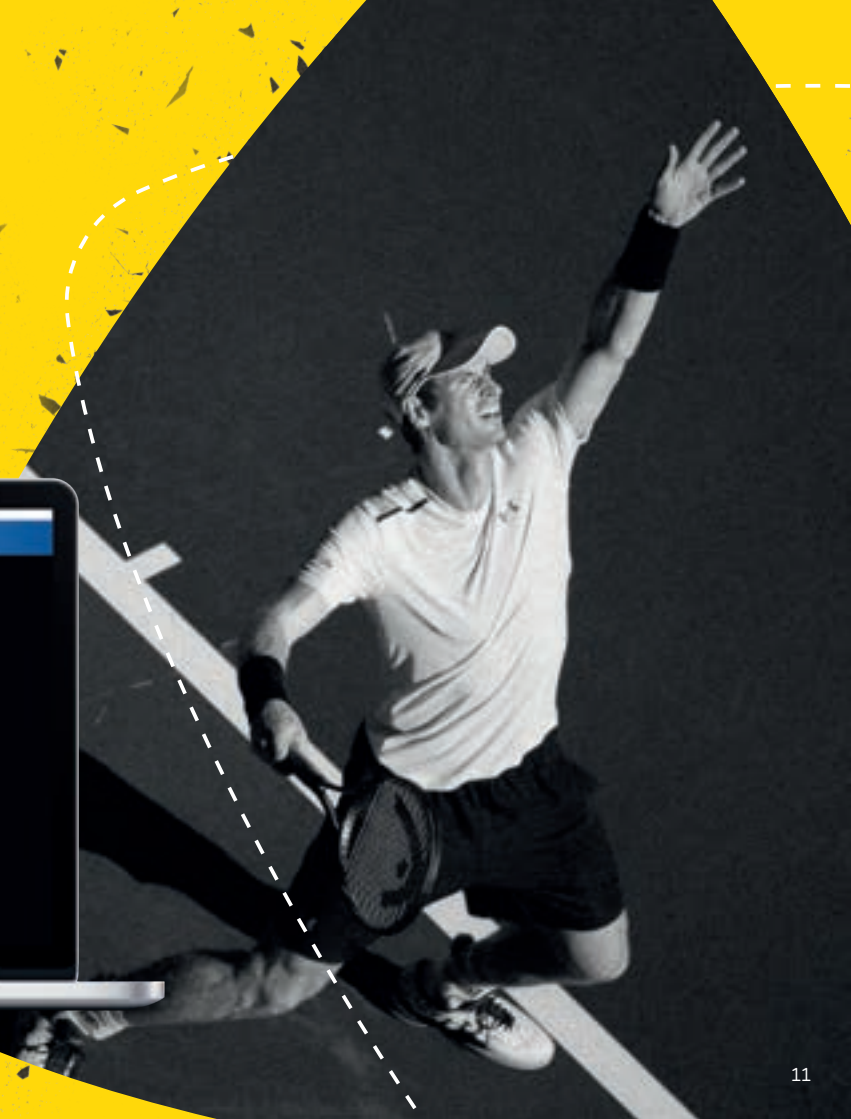
CASE STUDY
IMG REPLAY

Iconic moments at the touch of a button.

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IMG Replay distributes the world's largest sports archive, dating back more than 100 years. IMG uses Imagen as their B2B footage licensing platform; managing and marketing content from over 40 leading sports federations and governing bodies.

Production teams and film researchers can search quickly and accurately across thousands of hours of long-form video content which has been indexed to the second using Imagen's Media Logger for rapid and consistent time-based metadata entry.

Cutting edge tools allow customers to locate, clip, preview and share content. The highly customisable platform also allows staff to promote partner pages and publish media-rich news items using powerful content management tools.

> " OUR AIM HAS ALWAYS BEEN TO CREATE THE WORLD'S BEST SPORTS ARCHIVE AND THIS IS A MAJOR STEP IN ACHIEVING OUR GOAL. "
>
> Richard Wise, Senior Vice President, IMG

KEY FEATURES:

- Regular news updates to promote new content
- Dedicated partner pages
- Curated collections of editorial content
- Full tournament and player profiles
- Automated ingest from IMG corporate MAM
- Email or Single sign-on authentication
- Case Studies of how IMG content has been used
- Clip and download proxies for fast comping
- Multi-language news and features pages.

![WTA logo]

CASE STUDY
WTA MEDIA

Delivering more choice and faster access for global broadcast partners.

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WTA Media is a partnership between the Women's Tennis Association (WTA) and global sports media company, DAZN. WTA Media acts as the central, global hub for media rights for the WTA's 47 premier and international level tournaments.

Using the Imagen platform, WTA Media has consolidated its entire library into a single, cloud-accessible platform, enabling broadcast partners to search directly for the assets they need. With detailed metadata tagging, search is fast and intuitive, but WTA Media is also able to curate collections of content so that broadcast partners can easily find programming, interviews, idents and more.

Imagen's powerful analytics tool enables WTA Media to see what kinds of content is downloaded the most. This helps to inform future investment in new content, helping to maximise profitability.

KEY FEATURES:

• Broadcasters can help themselves to content

• Enables new content to be uploaded while on tour

• Analytics to help inform future content

• Content consolidated into a single platform

• Partners able to search content directly

• Fast downloads of high-resolution files using AFD

• Partners can create collections of content.

" **IMAGEN HAS HELPED TO BUILD OUR PERFECT WORKFLOW, ENABLING BROADCAST PARTNERS TO SOURCE THE CONTENT THEY NEED IN THE FASTEST POSSIBLE TIME.** "
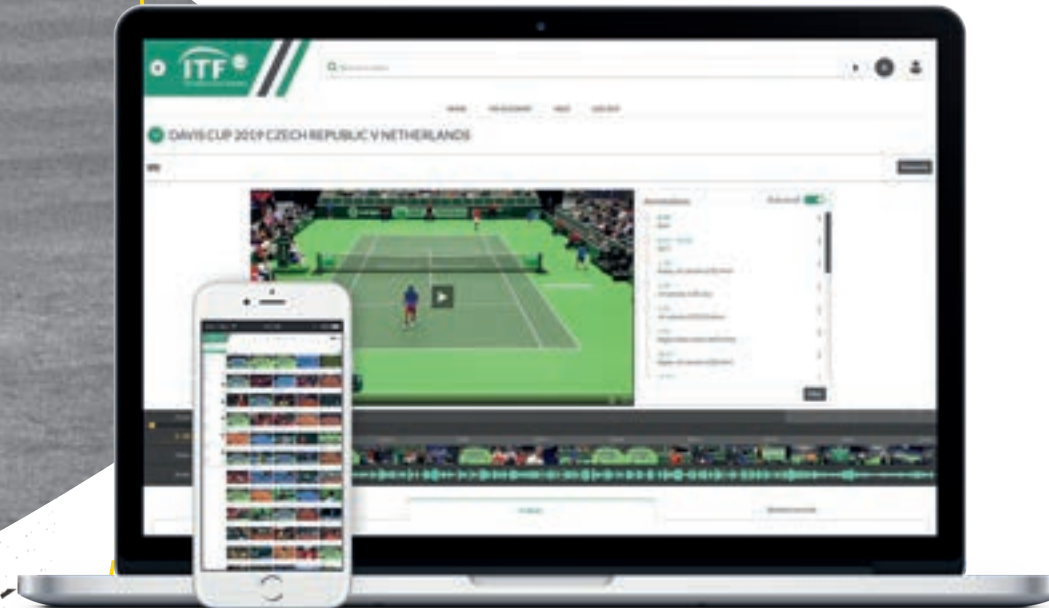
Louise Lawler, WTA Media
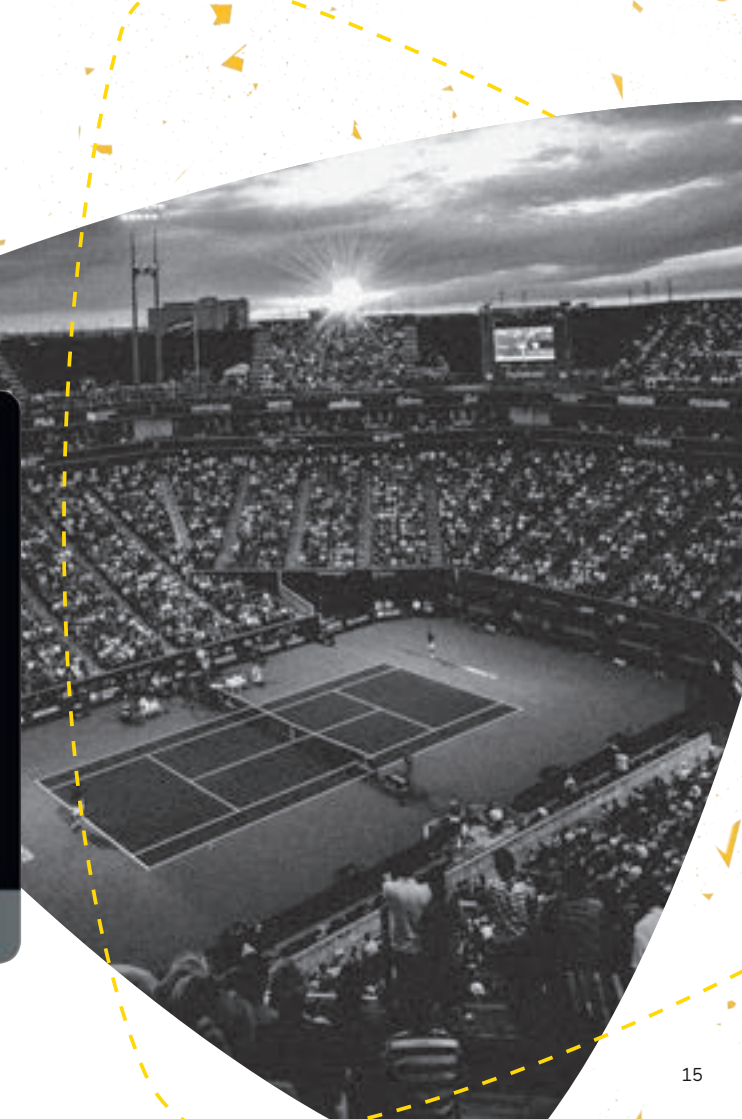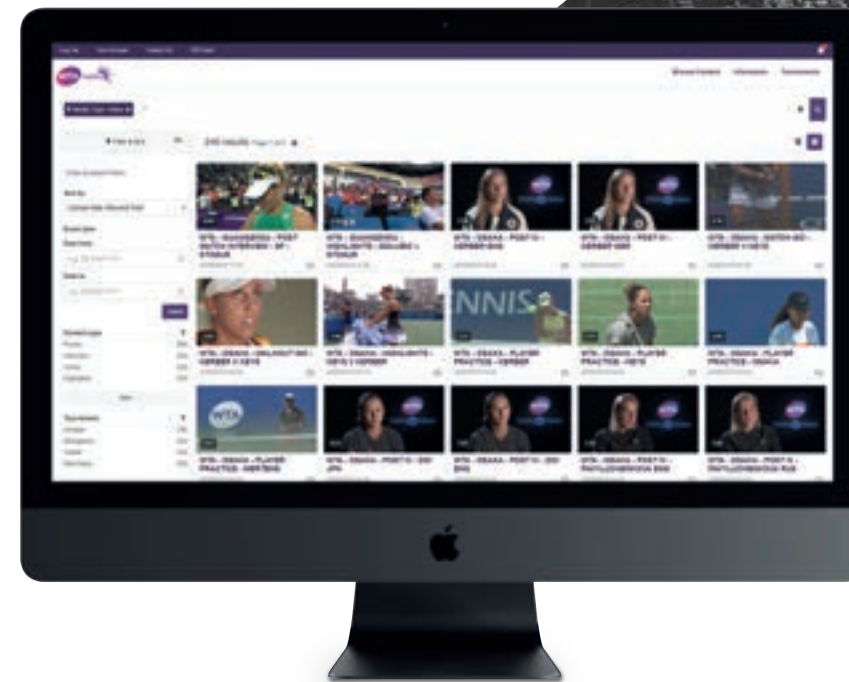
CASE STUDY

INTERNATIONAL TENNIS FEDERATION

ITF uses Imagen to consolidate its digital assets into a single, intuitive content platform.

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As the world governing body of tennis, the International Tennis Federation (ITF) administers and regulates the game through 210 affiliated national associations and six regional associations. As a result, the ITF has a vast back catalogue of archive footage that can be used by marketing departments and for licensing.

As a key component in their 5-year digitisation strategy, the Imagen platform has allowed ITF to store, access and commercialise key moments from their archive as well as 500 hours of born digital content.

The ITF can now reap considerably higher value from its extensive archive of content, while also ensuring clients and member federations engage with their brand at every stage

of the process. It has saved time, allowed marketing teams to be more responsive and creative, and helped to increase opportunities to grow their licensing revenue.

KEY FEATURES:

- Main repository for 5-year digitisation plan
- Simple ingest of archive content in multiple formats
- Time-based metadata tagging to find key moments
- Simple and intuitive search
- Single repository accessible to staff and member federations
- ITF branded platform
- Fast downloads of high-resolution files
- Easy to create clips and collections.

CASE STUDY
AUBURN UNIVERSITY

Delivering more content and a better service for broadcasters.

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Auburn Athletics Department generate vast amounts of video across the college season. One of the major challenges that they face is delivering content to local and national news teams quickly and efficiently, as well as satisfying different media requests throughout the sport and athletics seasons.

Imagen enables logged in users to search and play back game highlights, as well as interviews, press conferences and exclusive behind the scenes footage. Power users can create clips, make collections and download high resolution files ready for broadcast.

The self-serve platform offers plenty of choice, delivers a feature rich user experience and is a great time saver for local journalists and production teams.

Auburn's solution not only enables secure access to valuable content, it provides an elegant delivery system that has been fully branded to reflect the high standards and quality associated with the college.

KEY FEATURES:

• Mobile device functionality
• Guaranteed security
• Improved accessibility
• Improved analytics
• Quick implementation
• Improved searchability.

IMAGEN FOR MEDIA

ENDEMOL SHINE UK

CASE STUDY
ENDEMOL SHINE

B2B licensing platform for Endemol Shine UK's programme portfolio.

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As a producer and distributor, Endemol Shine Group works on a unique local and global axis, comprised of 120 companies across the world's major markets, dedicated to creating content that enthralls and inspires. The Imagen platform provides secure and easy access to their catalogue and plays a vital role in marketing and distributing content from its many subsidiaries including Tiger Aspect, Initial, Zeppotron, DSP and others.

Staff and B2B customers are able to search Endemol Shine's range of programming and stream video via a secure, branded web interface. The system's configurable permission structures enable Endemol Shine staff to set up a range of features and controls for its internal and external visitors based on role, allowing users to download, create collections, clip, and share, leave comments and update catalogue metadata online.

KEY FEATURES:

- Granular access for staff and customers
- Dedicated pages for subsidiaries
- Hot folder automated ingest
- Faceted searching with filtering and sorts
- Embed video clips in external website
- Share programmes via social media
- In-page metadata updates
- Curation of content according to genre
- Fully branded web interface.

REUTERS

REUTERS NEWS ARCHIVE

Search and license clips from Reuters vast archive of news video footage.

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Serving a global customer base of film researchers, producers and broadcast customers and featuring some of the most compelling and highly acclaimed news footage ever captured, the Reuters News Archive provides rapid access to nearly 1m licensable clips through a secure, easy to search Imagen platform.

Approximately 100 new clips are added every day; news stories are automatically imported from Reuters' cloud storage and are published by content licensing specialists Screenocean, who also use Imagen to market clip sales for Channel 4, Channel 5 and leading UK TV and film production companies.

The highly configurable platform also integrates with Salesforce CRM so that requests for footage are automatically converted into sales opportunities which can be tracked by the sales team.

KEY FEATURES:

- Auto ingest from Reuters newsfeed via Imagen API
- Curated collections covering popular subjects
- Create clips and download free screeners
- Keyboard shortcuts for rapid video navigation
- Around 100 new clips published every day
- Dynamic permissions for public and registered users
- Create collections and share with a community of users
- Filter by topic category, region and date range
- Credit based payment system.

" **IMAGEN HAS BEEN THE KEY TO GENERATING NEW REVENUE AND BREATHING NEW LIFE INTO OUR NEWS ARCHIVE.** "

Head of Archive Sales, Screenocean

BBC

CASE STUDY
BBC MEDIA ACTION

An online multimedia archive enabling project teams to efficiently share editorial content.

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BBC Media Action has helped to change people's lives around the world through educational TV and radio programmes. BBC Media Action found that much of the video content produced by the charity was isolated within its country of origin. Accessing and sharing footage for use in other regions was difficult, limiting their ability to share learnings between country teams.

By entering into a partnership with Imagen, managing and distributing BBC Media Action's video content via a centralised media library has helped achieve a number of crucial organisational benefits including improved collaboration, time saved from locating video assets, flexible 24/7 access on any device and peace of mind knowing that content is stored safely off-site in the cloud as well as acting as a website to promote the charity.

KEY FEATURES:

- Single repository shared across multiple regions
- Easy to find and share editorial content
- Simple worldwide access via a web browser
- Create clips, make collections and download
- Online ordering of file formats for PowerPoint
- User training delivered through Imagen platform
- Accelerated File Download for faster access to media
- Single sign-on for BBC Media Action staff.

" ALL THE FLEXIBILITY AND FUNCTIONS WE NEED IN ONE PACKAGE. "

Mike Wells, Programme Officer, BBC Media Action
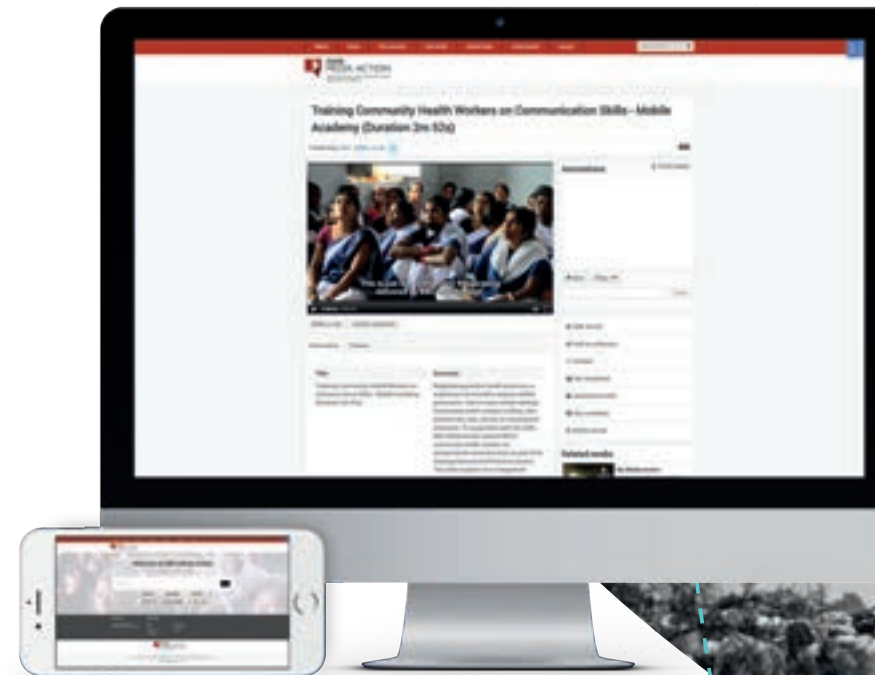
LAD BIBLE

CASE STUDY
LADBIBLE GROUP

LADbible Group use Imagen to simplify content syndication and deliver more smiles to more people.

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Founded in 2012, the LADbible Group now spans multiple brands and is one of the internet's most recognised publishers, with its viral videos being watched literally billions of times per year.

Imagen's powerful workflows and cataloguing tools enable LADbible to organise their vast library of user generated videos which are submitted daily by the public. Staff and clients are now able to filter media by the categories they need, such as 'Fails', 'Pets', 'Kids' and so on, eliminating the huge number of hours wasted to unnecessary admin.

With Imagen's self-serve platform, customers wishing to license content can simply log in, find what they need and even download it straight away, thanks to the watermarked downloads that are available for rough edits.

Importantly, all of these powerful features were delivered within a fully branded portal, so that LADbible's customers engaged with the brand during every stage of the process.

KEY FEATURES:

- Simple and intuitive search
- Clip and format content for different channels
- Content consolidated into single platform
- Fast downloads of high-resolution files
- Fully-branded platform
- Watermarked downloads for rough edits
- Powerful workflow and cataloguing tools.

> " THE PLATFORM HAS SAVED US A HUGE NUMBER OF STAFF HOURS AND ALLOWED US TO REALLY SCALE OUR CONTENT LICENSING BUSINESS. "
>
> Luke Smedley, Submissions and Acquisition Manager, LADbible Group

IMAGEN
FOR ENTERPRISE

bp

CASE STUDY

BP

Historic video archive for education, training and content licensing.

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BP Video Library publish and promote the company brand through their extensive video library using Imagen. The online service manages and publishes a growing archive of over 20,000 hours of video content from global offices; maintaining secure access and integrity of their brand.

The platform also creates new revenue streams by licensing historical archive content and delivers enormous efficiency savings and enhanced security over sensitive materials.

Customers and newsrooms can now access 54TB of official BP video footage by searching and playing back browse quality versions of publically available material. External users can license content for use in news or features and staff can easily download media for use in internal productions.

KEY FEATURES:

• Single sign-on authentication for BP staff
• Mixture of public-facing and private content
• Content can be licensed to create extra revenue
• Dynamic, list or thumbnail grid view
• One point of access for staff worldwide
• Suggestions for recommended content
• Keyboard shortcuts for rapid video navigation
• Supporting content pages published via Imagen CMS
• Fully branded web interface.

cimpress

CASE STUDY

CIMPRESS

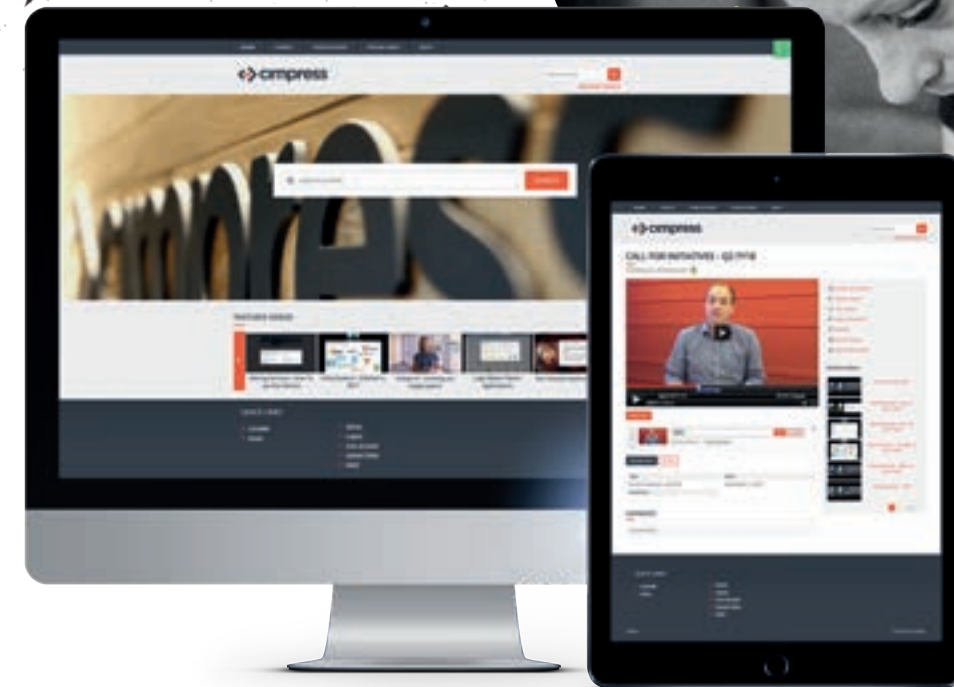**Maintaining business agility and staying ahead through better video management.**

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Cimpress (parent company of Vistaprint) produce hundreds of videos each year – many need to be accessed by employees all over the world, at times very shortly after the video is created.

Using Imagen as its internal video sharing platform, Cimpress host hundreds of videos for their global workforce of 6,500 employees in 40 offices across the world. The content ranges in style and size, from CEO messages to business presentations, product demonstrations, company successes and achievements, and 'telepresence' meetings where confidential information is shared.

The flexibility of Imagen's video platform means Cimpress has tailored it to its needs, from matching the company's brand requirements to configuring user group permissions for sensitive content.

" IMAGEN PROVIDES SCALABILITY WHILE MAINTAINING SPEED AND EASY ACCESS. "

Liam McDonnell, Lead Communications
Specialist, Cimpress

KEY FEATURES:

- Internal video sharing platform
- Easy access for 6,400 employees in 40 offices worldwide
- Granular access controls manage access to sensitive data
- Access using company Single sign-on
- One point of access for staff worldwide
- Easy publishing of features content on homepage
- Advanced search or faceted simple search
- Reduces burden on corporate IT Infrastructure
- Rapid delivery of time sensitive content to staff globally.

SCOTTISH NATURAL HERITAGE

Imagen platform helps Scottish Natural Heritage to inspire people about nature.

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Scottish Natural Heritage (SNH) is the public body responsible for Scotland's national heritage. It promotes, cares for and improves Scotland's natural, genetic and scenic diversity, and has an important role in promoting public awareness of nature and encouraging people to enjoy nature responsibly.

Imagen provides a comprehensive search capability of all available assets inside a single platform, with detailed metadata to aid discovery. This includes the ability to add time-based metadata to mark-up the most important and interesting points in longer videos. Long videos can also be clipped easily within the platform.

With powerful search capabilities and an intuitive interface that all staff could access and use effectively, the Imagen platform has allowed SNH to spend less time on admin and more time on pursuing its important work of promoting public awareness of Scottish national heritage.

KEY FEATURES:

• Powerful search capabilities
• Supported wider mission to migrate to cloud services
• Intuitive to use for staff across multiple locations
• Time-based metadata to find key moments
• Allowed clipping of relevant content from long videos
• Curated collections of content
• Fast downloads of content.

> **" STAFF HAVE FOUND IT INTUITIVE TO USE AND IMAGEN HAS BEEN EXTREMELY HELPFUL AND RESPONSIVE, ENSURING WE GET THE MOST FROM THE NEW SOLUTION. "**

Stephen Gerrard, Information Management Programme Manager, Scottish Natural Heritage

✝CV

CASE STUDY

CV GLOBAL

Engaging a worldwide audience with fresh new content for teaching and evangelism.

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CV Global are a not for profit Christian organisation with 16 offices across Africa, Asia Pacific, Europe, Middle East, Latin and North America. They create content to serve and equip Christians in churches, Christian organisations and beyond.

Imagen serves two audiences – internal members of the CV Global team who need to professionally manage a diverse range of media assets and thousands of external public users who wish to access and us video for teaching and worship.

Videos are supported with additional content such as scripts and alternative language versions. Public users are also encouraged to interact with the platform by downloading content and redubbing in a different language. New versions can then be easily uploaded from anywhere in the world.

This can be controlled using Imagen's granular permission structure which defines what individuals (external and internal) can do with content.

KEY FEATURES:

• Powerful search capabilities

• Multiple asset types per record – e.g. scripts for videos

• Branded to blend with existing corporate website

• Uploads from public contributors

• Huge improvement over previous folder-based storage

• Pro video management and public portal in one platform

• Watermarks protect ownership by CV Global.

IMAGEN FOR...

SPORT

Content management and distribution in a league of its own

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Imagen is the premium solution for managing and distributing sports video. With live, near-live and archive content available on one powerful platform, sports organisations and rights holders can offer more choice of HD video to broadcast partners, engage fans with compelling content and preserve moments of sporting history for future generations.

- One portal to store, manage and monetise all your sports video

- Fully customisable to match your brand's look and feel

- Powerful content management tools to promote and market your content.

MEDIA

Make your media work harder

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Imagen is a flexible video management platform that keeps your content safe, organised and ready to access through any connected device. Monetise, market and distribute your content more effectively through an elegant, easy to customise web interface and download broadcast-ready files faster with built-in Accelerated File Delivery.

- Fast searching and self-serve access to screeners of broadcast quality video

- Payment options for content licensing or consumer access

- Powerful workflows and cataloguing tools to store and organise your media.

ENTERPRISE

Corporate video management made easy

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Imagen is the one-stop content management platform that stores and organises all your corporate media for easy search and retrieval. Navigate through large volumes of HD content, watch live streams and download brand assets from a feature-rich, branded web portal. Optimised for video, Imagen gives you a suite of powerful tools to edit, publish and reuse valuable content for smarter working and improved internal and external communications.

- Fully customisable to match your brand's look and feel

- Easy access to all types of media, for internal and external use

- Powerful search engine finds the content you need in seconds.