

cliQ's Optimized Media Cloud

Essential Foundation for a Media Intelligence Platform

A major transformation is underway in the market for broadcast TV monitoring. Organizations can now implement a Media Intelligence Platform, which empowers them to leverage video content in ways that were not possible until now. At the core of this transformation is an unseen but crucial technology breakthrough: the Optimized Media Cloud.



media intelligence platform

Yesterday's Restrictions

Traditional TV monitoring services (TMS) rely on a hardware-centric technology infrastructure that was originally deployed thirty years ago, long before the Internet Age. This TMS infrastructure is focused on capturing TV content and storing it temporarily in databases that were originally designed for transactional data not large video files. This aging TMS infrastructure causes several problems:

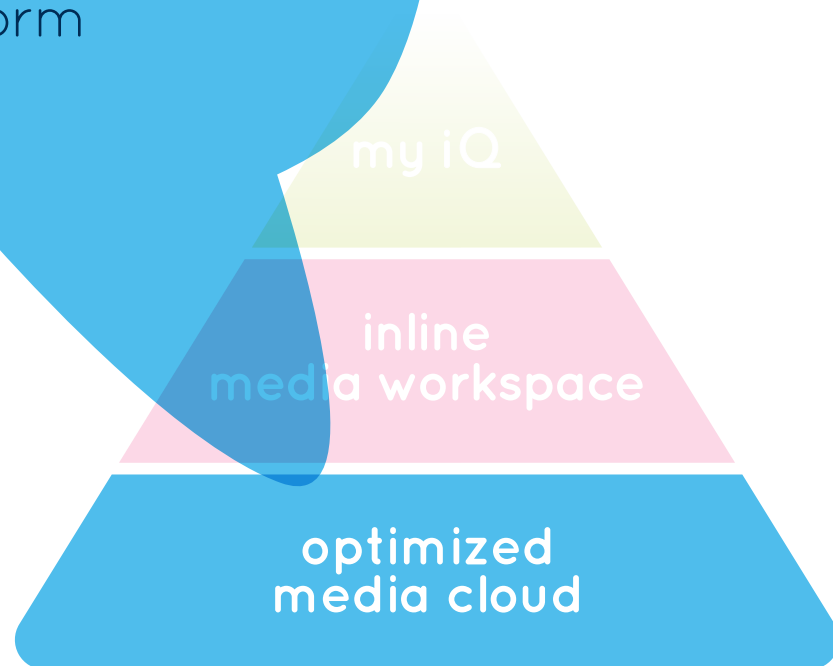
Lost media: These databases cannot keep media available because they store it inefficiently. So TMS providers must delete media after just 30 to 90 days, and once it's gone, it is gone forever.

Time drain: Searching for relevant TV content in these

ungainly TMS databases is a long and tedious process. Users' time is wasted. They either neglect other responsibilities or they just do less with the TV content that otherwise could be utilized.

Media management gap: Dealing with large video databases is so challenging for a TMS that virtually no provision is made for including user-generated content or assisting users in managing the relevant video clips they would like to keep.

Using a traditional TMS, organizations with a message to control or a brand to protect end up tactically reacting to TV content as opposed to proactively leveraging it to further their strategic objectives.



A Software Breakthrough

The cliQ Media Intelligence Platform is based on a modern infrastructure that solves these problems. We call it the Optimized Media Cloud. Designed for today's ultra-connected world, the Optimized Media Cloud provides the foundation for all of the benefits that cliQ delivers.

cliQ's Optimized Media Cloud is unique in the industry. It is based on a software breakthrough developed by iQ Media, the Lakshmi Scalability Algorithm (LSA). Here are a few benefits made possible by LSA:

Total Recall. LSA enables cliQ to keep media available for longer periods — even indefinitely. The benefit to users is that dated TV media, which suddenly becomes important, can still be accessed through cliQ's Optimized Media Cloud.

Rapid retrieval. LSA pre-optimizes media for extremely rapid search. This enables users to obtain results much faster than with a TMS, and to evaluate the results far more quickly — thus maximizing staff time.

In addition, LSA makes rapid retrieval possible to cliQ's advanced sharing services. Video clips in the Optimized Media Cloud are instantly available for playout via links in emails and on social media sites, or by active streaming to a customer's own website.

Extended management. Customers can put their own user-generated content into the Optimized Media Cloud, where cliQ will apply the LSA to it. cliQ also provides a way for enterprises to catalog and store all of their video clips in the Optimized Media Cloud.

No more lost media. No more time drain. No media management gap. The Optimized Media Cloud ushers in a new era in which organizations can not only monitor TV, but go beyond to amass an arsenal of high quality video and proactively leverage it to further their strategic objectives.

Optimized Media Cloud — The Details

A TMS cannot deliver the benefits of a Media Intelligence Platform because it does not have an Optimized Media Cloud. Here are the key ingredients that set cliQ's Optimized Media Cloud apart:

Software centric. The technology infrastructure is not hardware-based. It is a software solution that leverages and is compatible with modern Internet technology.

Cloud-based. All cliQ media, whether broadcast TV, user-generated video, or user-created video clips, is accessed through the Cloud. Users do not need to invest in IT infrastructure or manage the network. They have instant access to media at all times from any Internet-capable platform.

Multidimensional Optimization. Media is optimized in several key ways: availability, accessibility, and quality. cliQ makes media available far longer, accessible far more quickly, and presented in a higher quality format.

Foundation for Next-Generation Media Leverage

When people who use a TMS first see cliQ, they are stunned. Searches return results in sub-second response time. Media content does not expire after 30 to 90 days. Clips are quickly repurposed and communicated in modern ways, delivered to platforms such as smart phones, tablets, and computers.

You can enjoy these capabilities too – and faster than you might think. The Optimized Media Cloud is already there; you just need to tap into it. A Software-as-a-Service solution, the cliQ Media Intelligence platform can be accessed today, and it will immediately give you new powers to leverage broadcast TV media.



powered by  iQ media