



cliQ

media intelligence platform

powered by  iQ media

Don't just monitor TV media. Activate it!

In today's busy and hypercompetitive world, high-visibility organizations with brand and messaging concerns face many challenges:

Message control: they need to get their message out consistently and respond quickly to negative coverage

Image projection: they must reinforce the positive aspects of their image, proactively pushing out good news

Time pressure: staff members must multitask and cannot afford to spend too much time trying to find and repurpose TV video content



media intelligence platform

The cliQ Media Intelligence Platform delivers powerful capabilities for working with broadcast media, helping organizations protect their brands and promote their messages. With cliQ, you can:

- Instantly **find** relevant TV coverage.
- Quickly **share** video clips in targeted communication vehicles.
- Proactively **build** a competitive arsenal of reusable video content.

cliQ is based on breakthrough software technology that enables users to overcome the limitations inherent to traditional TV monitoring services. These innovations put advanced tools into your hands, empowering you to meet the communications challenges of our highly connected Internet age.



Optimized Media Cloud

In technology, what's under the hood may not be seen but it really counts. There are three unseen problems with traditional TV media monitoring: an aging hardware infrastructure, expiration of media after a short time, and difficulties in finding the content users really want.

cliQ solves these problems with the Optimized Media Cloud. Based on an iQ Media software innovation, the Lakshmi Scalability Algorithm, the Optimized Media Cloud:

- Provides direct links to massive media databases covering virtually all broadcast media — kept indefinitely available.
- Enables rapid retrieval of media based on simple or complex search criteria.
- Delivers high-quality video for most markets, in 16x9 format with higher FPS and bitrates than virtually all traditional TV monitoring services.

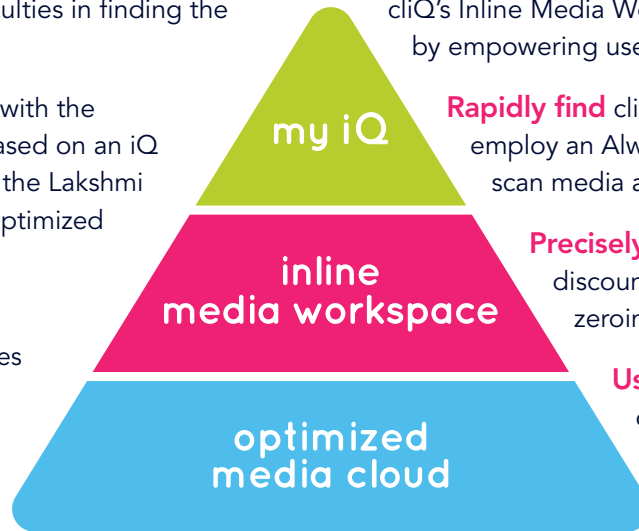
Inline Media Workspace

To capitalize on the Optimized Media Cloud users need rapid access tools. With traditional media monitoring services, the process to find, clip, and repurpose video is time-consuming and cumbersome. cliQ's Inline Media Workspace solves these problems by empowering users to:

Rapidly find clips in less than one second, or employ an Always-On Agent to constantly scan media as it is broadcast.

Precisely pinpoint content, discounting results of no interest, while zeroing in on truly high-value clips.

Use Point and Clipper to quickly edit and add content you want to add to your My iQ library.



My iQ — Your Enterprise Media Center

cliQ's My iQ capability enables the organization to share, manage, and leverage media – making video content a powerful aspect of proactive communications programs.

My iQ delivers a range of sharing options enabling organizations to email clips, post them to social media sites, and stream them from within their corporate websites. My iQ includes a unique hosted playout capability that gives organizations the ability to embed high-quality video into their communications programs without the need to acquire storage, manage bandwidth, or do web programming.

With My iQ, cliQ provides Cloud-based services to house an organization's media clips, tools for categorizing the media to facilitate reuse, and the ability to integrate an organization's own video with broadcast TV content. Organizations can assemble an arsenal of video content, easily share that content within the organization, and reuse it in research and communication programs.

A new platform for a new era.

Today, people demand well-packaged information delivered to their platform of choice in sound-bite form. Increasingly, video is a preferred medium.

cliQ provides the Media Intelligence Platform today's organizations need. Far more than a TV monitoring service, cliQ delivers extended capabilities that empower users to truly leverage video content.

With cliQ, users save time because they get more done. This translates into saving money and taking back a good portion of the day for business priorities.

Organizations are empowered to leverage TV media in ways that are not possible with a simple monitoring service. They better control their message while taking their proactive outbound communications to a new level.

Why settle for simple TV media monitoring when you can accomplish so much more?



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Contact iQ Media today, and we'll show you a better way:
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