Inline Media Workspace

Maximizing Return on Time Spent

These days, key staff members wear many hats and dealing with broadcast TV media is just one important task out of many. Because the supply of time is fixed and inelastic, people have to work hard to cover all the bases. The cliQ Inline Media Workspace enables them to minimize the time spent accessing and working with TV content — while maximizing the value they get from it.

cliQ

media intelligence platform

my iQ

inline media workspace

optimized media cloud

The Need for Speed

Traditional TV monitoring services (TMS) capture TV video and store it temporarily in huge, unwieldy databases. While some TMS have now fielded newer, modern-looking web front ends, the tools available to users cause several problems:

Long searches. Often, a search for relevant media can run for as long as several minutes before a response is returned.

Tedious evaluation. By its very nature, searching TV media will return many "false positives"— results that happen to match the specified keywords but which are not relevant to the user's need. TMS tools for evaluating a large batch of results to identify the truly relevant content are often user-hostile and very time consuming to operate.

Extra steps. In many cases, TMS do not actually return playable video from a search; instead they just return the close-captioned text and maybe a video thumbnail. This forces the user to read text to determine whether the video might be relevant, and then another step is required to actually download the video — and then the user has to find the correct position in the video where the keywords were spoken.

All of this takes time — lots of it. Inevitably, tradeoffs are made as business priorities dictate where staff resources are needed. This is why most organizations use a TMS tactically, simply taking an inventory of mentions, and only devote more time when they are in damage-control mode. It's unfortunate: they simply do not have the time to capitalize on all the TV content that is theoretically available to them — they cannot proactively leverage it.

Maximizing Return on Time Spent

cliQ's Inline Media Workspace solves these problems. It empowers users to quickly find, pinpoint, and repurpose important video content. The organization thus maximizes return on time spent in working with broadcast TV media.

The Inline Media Workspace is integrated into the way people naturally work with broadcast TV media, and includes an array of web-based tools that eliminate wasted time.

Find It Fast

cliQ users spend less time searching and more time productively working with relevant media. That's because searches are a snap with these tools:

Turbo Search: Returns results to complex queries from cliQ's Optimized Media Cloud almost instantaneously.

Intelligent Drill-Down: Enables users to qualify searches by DMA, program name, program type, airing date, and other filters to narrow the search results.

Proximity Detection: Enables context search (e.g., find coverage where "congress" and "debt ceiling" are mentioned within 15 words of each other).

Always-On Agents: Search bots that users set up to evaluate TV media as it is being aired — continuously on a 24/7 basis. Users can be notified of a hit as quickly as 90 seconds after the video was aired.

Pinpoint It Quickly

The Inline Media Workspace is specifically designed for fast evaluation of search results, with no wasted time or extra steps. These facilities help users make rapid yet accurate decisions about video content:

Parallel Preview: See video immediately displayed along with its closed caption text.

One-Click Sync: Jump directly to the content you want by simply clicking on your highlighted search term.

Instant Play: Immediately preview videos with a single click.

Clip It Precisely

Once a great segment of relevant video is identified, users take advantage of cliQ's Point and Clipper to repurpose it. The process really is as simple as point-and-clip:

Visual Interface: A slider bar is used to quickly set the approximate begin and end points of the clip.

Precision Assist: Keyboard shortcuts enable users to edit the video clip down to the exact frame.

Ready for Reuse: With a single click, the user sends a finished clip to the My iQ Enterprise Media Center. In just seconds, the clip is categorized, indexed, and ready for sharing in a wide variety of ways.

A Productivity Powerhouse

The Inline Media Workspace is designed for organizations that need to leverage the power of TV content. It is built on the foundation of cliQ's Optimized Media Cloud, which makes ultra-rapid video searches possible. It provides a set of integrated tools that empower users to accomplish virtually every task from a single screen.

You can get your own Inline Media Workspace — and faster than you might think. 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**