

MEDIAFREEDOM

# ORGANISE

*Take control of your content*

## Organise, manage and share video content & associated metadata

*Key features include:*

- Simple web interface
- Integrate with your CMS
- Supports multiple levels of user access
- Manage categories, channels & tagwords
- Support for custom metadata

- Syndication to social networks
- Preview & moderate content
- Multi language supported
- Support for both live & VOD

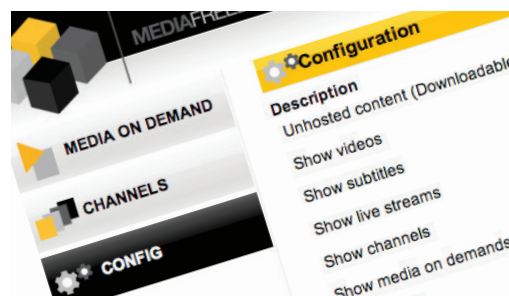
*Optional Enhancements:*

- Related content
- Advanced metadata search
- Branded Facebook application

### Use our admin system

Manage your content and metadata, access embed players and syndicate your content using the MediaFreedom browser based administration system. This newly designed admin system also provides the ability to create different roles and responsibilities so you can give your users the access they need.

*HTML based admin system that is available on all standard browsers (I.E 7 upwards, Safari, Chrome, Firefox). Our admin system is available on most mobile devices.*



### Or use your own

If you have already invested in your own CMS and don't want to use two tools, we can provide integration with most common CMS platforms. MediaFreedom custom widgets are dropped into your existing CMS allowing most common video management operations to be carried out from a single interface.

Current plugins available for Umbraco (.NET CMS), Word Press (PHP CMS), others available on request.

### Support multiple languages

MediaFreedom provides the ability to support multilingual sites and applications. Subtitles can be uploaded alongside video content and metadata maintained in multiple languages. The administration system can be provided in multiple languages if required.

## Manage categories & channels

MediaFreedom uses the simple concepts of categories, channels and tagging in order to organise your content:

- Categories can be used to classify your content into a hierarchal structure; for example, episodes belonging to a series
- Channels are used when the content needs to be editorially controlled (similar to a playlist)
- Tagwords allow you to 'tag' content with free text 'tagwords they don't have any hierarchy and can be across multiple categories.

Video content can be organised from within the browser based admin system or you can use one of our ingest plugins in order to automate this process.

## Syndicate to social networks

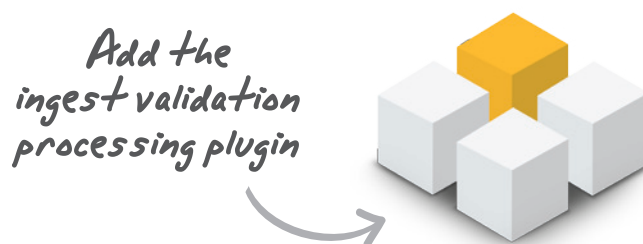
MediaFreedom provides a couple of ways to syndicate your content to a wider audience:

- Videos can be pushed to Facebook, YouTube and Twitter, allowing single pieces of content to be embedded in the relevant social network this uses the player that is standard to that network
- A custom branded app that is installed on your organisation's Facebook page allowing you to present videos using your own player and track user viewing statistics.

Content can be syndicated manually from the administration system or automatically as part of a custom ingest routine.

## Preview & moderate your content

MediaFreedom offers complete peace of mind with the ability to preview and moderate all ingested content prior to publishing live on the front end. Need more control than this?



Add the ingest validation processing plugin and let us know what your ingest validation requirements are (i.e. the programme must contain tag words or at least an English and French translation). The validation specifics within MediaFreedom can be customised to suit your needs and integrate with your systems.

## Supports your metadata

MediaFreedom provides support for a standard metadata set including title, description, duration etc but also allows your own administrators to create and maintain custom metadata fields. On ingest, our custom routines can deal with most metadata formats. Metadata can be viewed and modified through the administration system.

MediaFreedom uses the metadata to provide comprehensive search functionality that can be used within your front end website. Simple searching allows free text searches of metadata values, whereas the advanced search allow cross matching across categories.



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Other cards in this series include  
MF Overview, Ingest, Inform, Deliver & Video players



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