



Tools to allow you to measure the distribution & usage of your content

Key features include:

- Storage report
- Bandwidth report
- Video playback statistics
- Player control statistics
- Custom built reports
- Support for Google Analytics.

MediaFreedom can provide several levels of statistics to help you track how your content is being used from simple storage stats to advanced visitor engagement metrics.

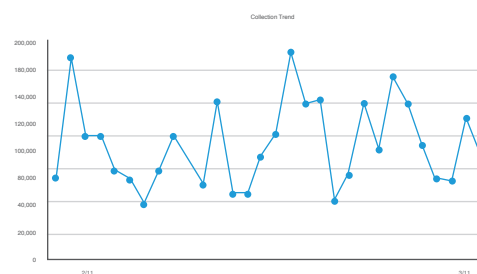


fig.1 Bandwidth report
If required, we can automatically email you these reports on a weekly or monthly basis.

Storage Report

The MediaFreedom administration system provides you with real time storage metrics. These storage figures reflect both our origin storage and also a MediaFreedom Vault archive allowing you to quickly assess your how your storage allocation is being used.

Bandwidth Report *(fig.1)*

As standard, we also provide online access to simple bandwidth statistics, providing an account centric view of your bandwidth usage month by month. This feature is designed to provide a very quick overview of bandwidth and can be supplemented by more advanced metrics.

Video Playback Statistics

Optionally, MediaFreedom can provide per programme, category or channel statistics based on:

- Number of views
- Most popular
- Videos by geographic location

For example, you could find out how many people watched your latest show yesterday and where they came from. These statistics can also be displayed over a day, month or year - track the viewing figures for a whole channel over the last year.

Player Control Statistics

Want to get to really understand how your users access your media content? By opting for our advanced video engagement metrics, you can delve deep into the user behaviour.

Our advance statistics packages are provided by our partner supplier, Comscore Digital Analytix and are accessible via links from the MediaFreedom Administration system or can be emailed to you on a weekly or monthly basis.

We have developed a Comscore Digital Analytix plugin for each of our standard embed players that allows us to log every action taken within a player. This provides us with far more detailed analysis of how long videos were played for and what the average drop out time of a video is. (Please contact us for a full list of metrics)

The Comscore Digital Analytix software supports Windows Media Player, Silverlight, Flash and HTML5 and custom players such as the JW player and, via an open standards API, any other player.

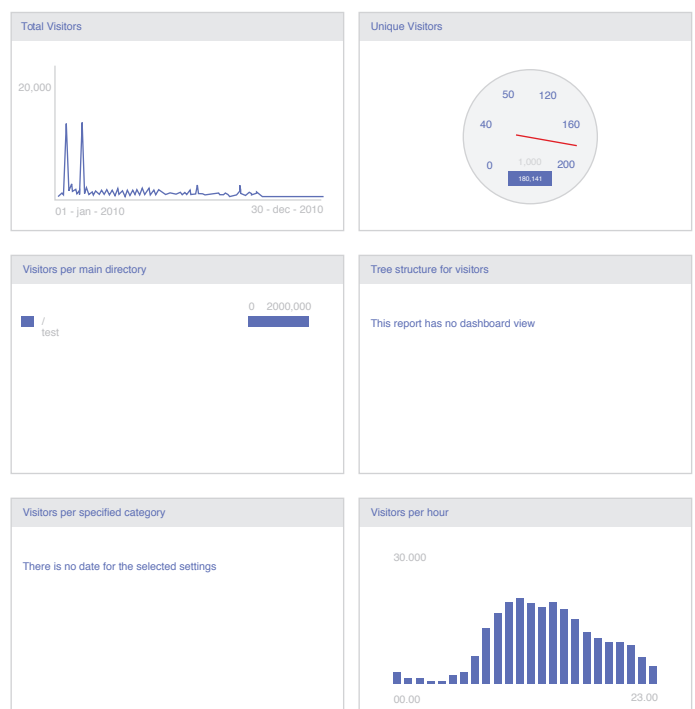
Optional modules such as widgets and gadgets make it possible to measure streams that are embedded and hosted on third party sites. The measurements are browser based and no installation of plug-ins or dedicated players is needed.

We can also support Google Analytics with our Flash and Silverlight players.

Custom Report

Comscore Digital Analytix provides access to a wide range of predefined reports but we are also able to construct custom reports to meet just about any requirement based on the available data.

Integration with existing website statistics is also possible, allowing a single view of site and media usage.



Example Comscore Digital Analytix Dashboard view



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



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