

DIVA publish *mpx*



Leveraging your DIVArchive content repository through an integrated workflow, DIVApublish *mpx* provides on-line video publishing in a simple streamlined fashion. DIVApublish *mpx* is a powerhouse for distributing content to myriad locations and devices while maximizing marketing results through integration with partners in adware, syndication, analytics and content delivery. This integrated results based distribution allows you to make critical decisions in content selection and placement and grow audience in your new media channels.



INGEST

DIVApublish *mpx* is tightly integrated with DIVArchive providing a quick simple method for moving assets out of your library and publishing them on-line. Moving through the DIVApublish Gateway, the media workflow can be fully automated and syndicated, or DIVApublish *mpx* can be used to make specific publishing decisions.

PUBLISH

DIVApublish *mpx* has the most extensive syndication system in the industry: syndicate your video player to web sites, to mobile and set-top devices, and to social media sites. You can also send your content to any site that accepts a standard XML or MRSS feed. Special site and device delivery can be developed with our custom services. We have many pre-set profiles for a variety of destinations, including YouTube, AT&T, iTunes, Yahoo, Boxee, Roku, MySpace, and MSN Video.

MONETIZE

DIVApublish *mpx* has integration to multiple best-in-class advertising technology and service providers. A variety of advertising methods are possible including pre-roll, post-roll, insertions, banners and overlays. Either use the development tools to create custom advertising models, or integrate with Google Ad-Sense, VAST, Google In-Stream and others for ad insertion.

ANALYZE

DIVApublish *mpx* automatically collects information regarding viewing patterns, geographic information, viewer retention and loyalty, allowing content owners to continuously fine tune their online presence to ensure they are optimizing their return on investment. In addition, DIVApublish *mpx* integrates to top analysis integrators including Omniture, TubeMogul and Google Analytics.



CUSTOMIZE

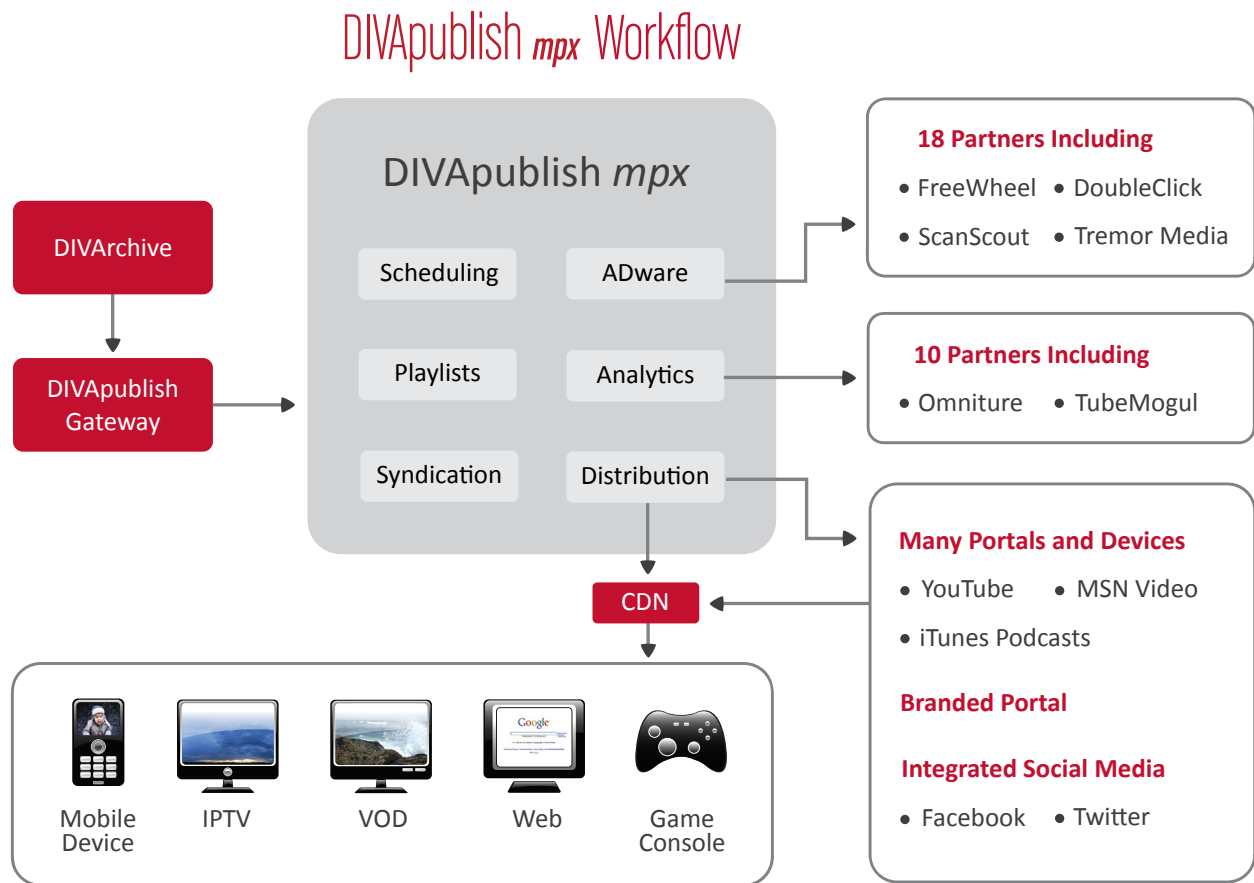
DIVApublish *mpx* has a full featured publishing developing kit for creating your own custom delivery portals delivering flash or HTML-5 players. Simple templates are provided for quick and easy use, along with fully customizable solutions. These PDK tools include social networking hooks making it easy to include sharing links in your players. The multi-resolution player provides a premium video streaming viewing experience.

INTEGRATE

Successful On-line Video Publishing requires the interconnection of multiple partners and distributors. From ad server support to CDN for delivery, DIVApublish *mpx* has implemented a sophisticated, yet flexible solution for delivering content. Using cloud computing technology, users have the option of doing all their transcoding in the cloud to ease the publishing workflow. CDN flexibility is built in, so that multiple CDNs can be integrated into a workflow. Most of the features within the application have API accessibility for customization, allowing the most versatile OVP platform available.

SERVICE AND SUPPORT

The team at Front Porch Digital not only provides thorough pre-sale assistance with the design of workflow solutions, the support from Front Porch Digital is top-rated by customers. 24 x 7 support is provided and our remote access diagnosis helps quickly identify the issue and provide the necessary solution.





INTEGRATION

Content Syndication

AT&T
Blinkx
gotv
iTunes
LiveVideo
Mediafly
Metacafe
MobiTV
MSN Video
Myspace
QuickPlay Media
Sprint
TubeMogul
Veoh
Verizon Wireless
Yahoo Video
YouTube
Zap2it

Content Discovery

Google
Jinni
RAMP
Taboola
The Filter

Content Delivery

Akamai
Amazon
BitGravity
CDNetworks
Cisco
EdgeCast
Giraffic
Highwinds
Internap
Juniper Networks
Level(3)
Limelight
MediaMelon
StreamGuys
Velocix

Professional Services

Ascertain
Cypress
e.city.interactive
Empathy Lab
Genex
Hemisphere
Infosys
Lavinia
Massive
Method
Possible World
SolutionSet
Something Digital

Over-the-Top TV

Boxee
Divx
Flingo
PopBox
Roku
TiVo
VUDU

Other

Aspera
Azuki
Goodmail
Gloto
LeanIn
Platformic
PLYMedia
Transpera
wecomm

Playback

3GPP
Flash
mp4
QuickTime
Silverlight
Windows Media

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