imagen

ONE PLATFORM TO MARKET, MONETISE AND DISTRIBUTE YOUR PROGRAMME LIBRARY

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Imagen's video management platform gives you all the tools you need to coordinate the marketing and sales of your programme catalogue. Send links to screeners, take payments, deliver broadcast-quality files and more.

SCREENERS
Send secure invites to view individual titles or collections

E-COMMERCE
Simple shopping basket for licensing and payments

CUSTOMISABLE
Add your brand and define your user experience

FAST
File acceleration for rapid distribution of broadcast ready content

GLOBAL
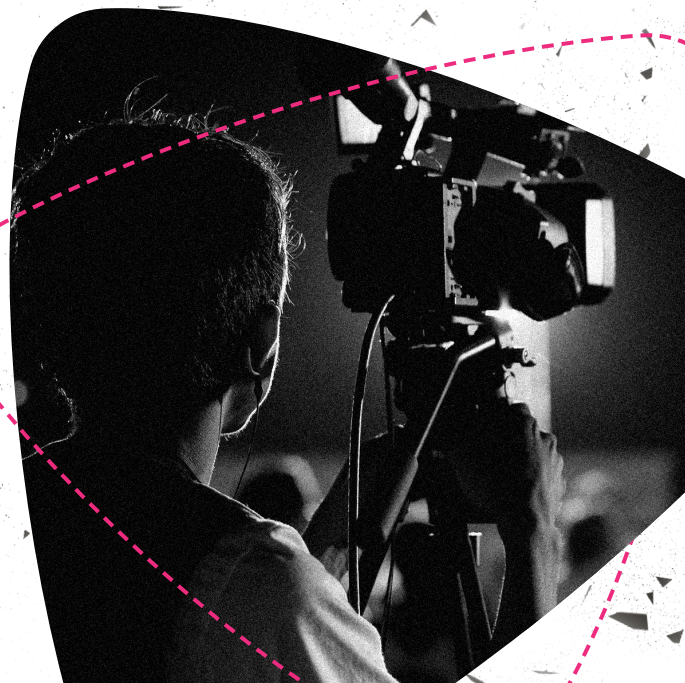Localisation and language options for worldwide markets

PROMOTE
Send short clips to socal and integrate with your email marketing

INTRODUCING IMAGEN

Many companies rely on multiple, expensive technologies to manage, monetise and distribute their content to clients.

Imagen is a powerful media management platform that helps rights holders to share screeners, promote their programme library and commercialise their content easily.

Manage media operations all from one powerful platform and deliver broadcast quality files to clients, reviewers and partners faster than ever before.
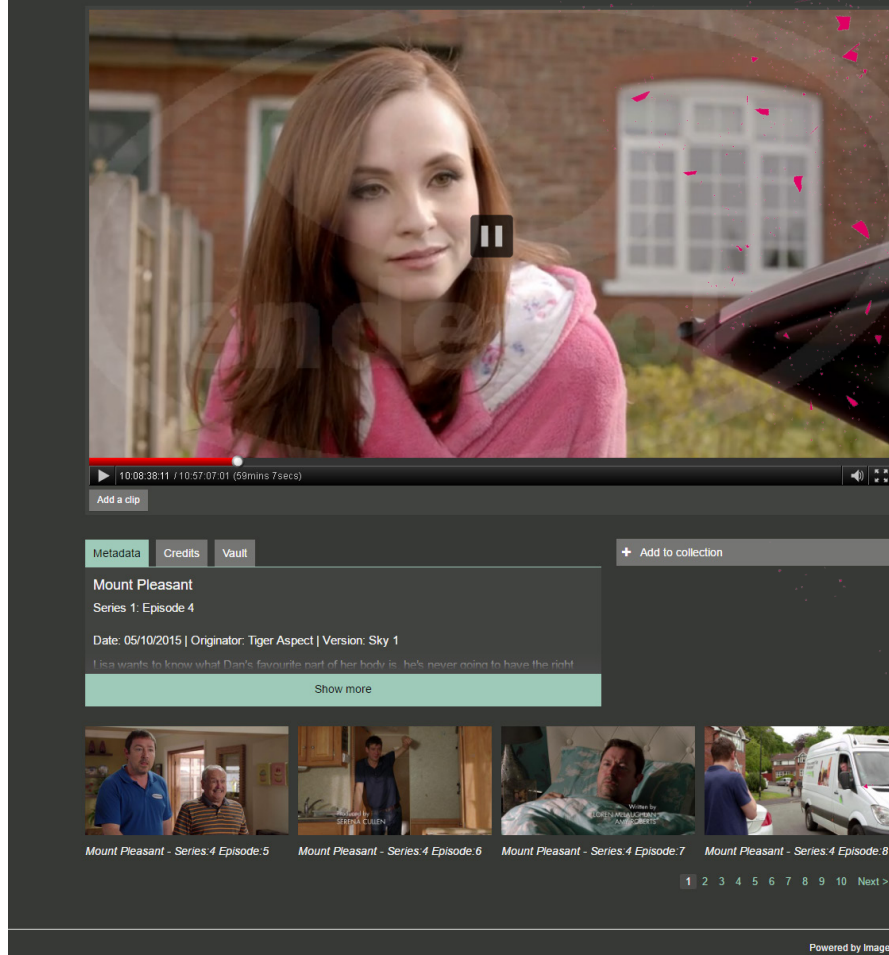
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SCREENERS

SECURE PREVIEWS

Imagen provides safe, convenient access to screeners for clients and reviewers. Protect sensitive media from pre-release leaks caused by shared access, accidental distribution, system hacks and piracy.

Apply your brand to your screener platform and make sure you stand out from the crowd with a great user experience.

Sales teams can send secure access links to potential buyers, upload and manage shows and proactively market a growing content library through a branded web portal or in person (via a mobile device).

Press and journalists can access a secure, hassle-free destination for previewing pre-release content.

PR and Marketing teams can engage busy reviewers for improved media coverage.

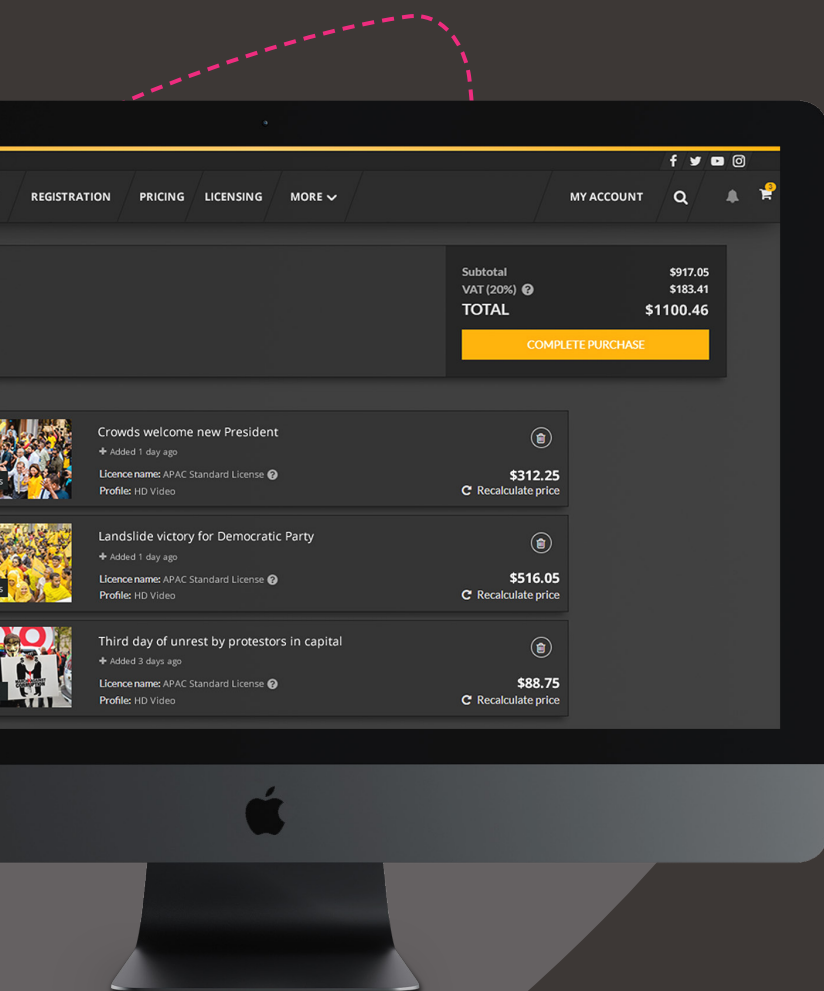# E-COMMERCE

ONLINE SHOPPING BASKET

Licensing content can often be a complex, time consuming task for rights holders.

Imagen simplifies this process and delivers a convenient shopping basket experience for clients wishing to license content for use in broadcast, advertising campaigns, documentaries, TV productions or newsrooms.
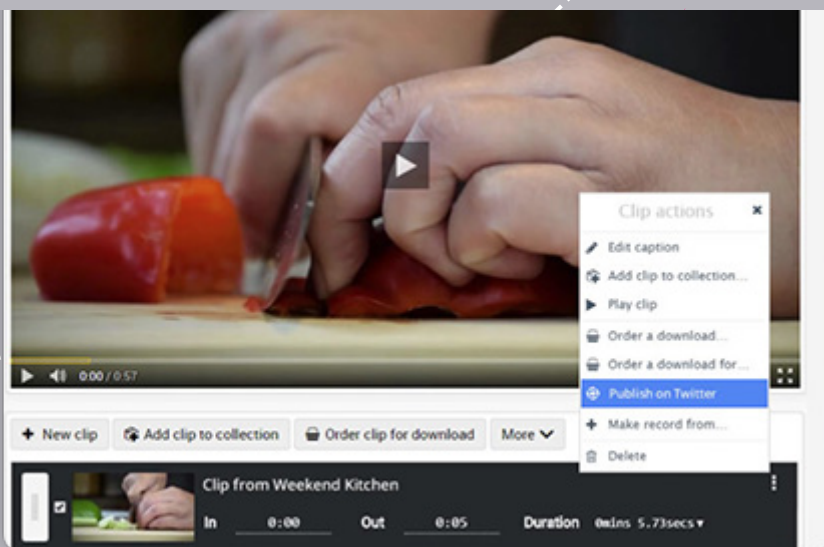
Imagen automates the licensing process through customisable Media Rights Packages.

Media Right Packages are a framework of options which enable content owners to define pricing based on usage and duration. Imagen calculates price at checkout based on the options selected by the licensee.

Imagen is your point of discovery, sale and delivery and is ready to take card payments.

MARKETING TOOLS

PROMOTE YOUR PROGRAMME LIBRARY
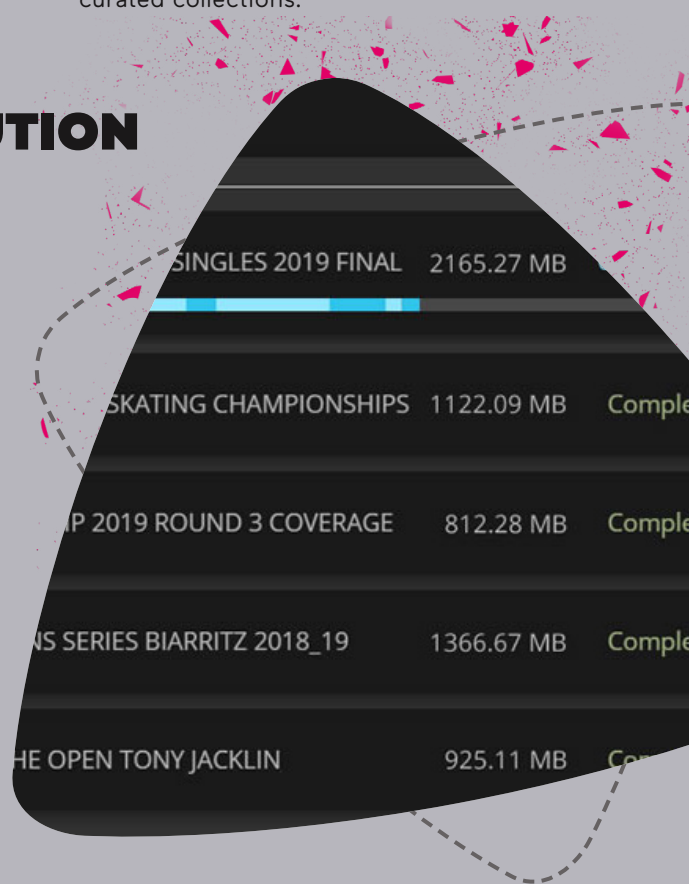
+ MAILCHIMP INTEGRATION

Add GDPR compliant forms to your Imagen portal and enable your clients to sign up for newsletters, announcements and more. Imagen connects to email marketing platforms (such as Mailchimp), so you can send regular updates to your subscribers about latest additions to your catalogue or company news.

+ ADD BLOGS AND CUSTOM PAGES

Add extra pages around your programme library to promote and support your content catalogue. Imagen lets you add blogs, image rich news updates and more.

+ POST CLIPS TO SOCIAL MEDIA

Create a clip and post directly to your social media accounts to promote your latest feature for content in your library. Add watermarks or data from database fields to be burned in to protect content. Text can also be added during the workflow process and applied to the post.

+ CUSTOMISE YOUR CONTENT PORTAL

Imagen has been designed to be endlessly customisable. Promote your latest content on your homepage with interactive carousels and curated collections.

FAST, SECURE, FILE DISTRIBUTION

IMAGEN ACCELERATED FILE DELIVERY (AFD)

AFD is Imagen's high-speed file transfer service used by many of the world's biggest media companies to distribute broadcast quality files to their key clients at blistering speeds.

This makes distributing large, broadcast quality files to customers, colleagues or edit suites simple – and much faster than using conventional methods such as HTTP, FTP or courier.

DISTRIBUTION WORKFLOWS

Distribution Workflows can be configured to support professional file delivery to broadcasters, OTT platforms, subscribing clients or other departments in your organisation.

Set up any number of distribution targets using FTP or Aspera account details and send individual files or a batch of content using predefined transcode and delivery workflows for each recipient.

WE ARE IMAGEN.

Drive engagement, generate revenue and transform your business with the world's smartest video management platform.

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