

Capture, edit & publish broadcast content on the web



Magnolia On Air finally meets the broadcast media's need to capture, re-purpose and rapidly publish content on the web. Seamless production workflow significantly cuts costs, gets rich media content to the web first and invites community participation.

Business results delivered by Magnolia On Air:

Cost-effectiveness & speed

Web-based video and audio editing optimizes company processes, ensuring immediate publishing for instant coverage.

Brand loyalty & differentiation

Broadcast content enriched with archived footage, additional editorial and user-generated content, fosters user retention and participation.

Direct customer reach

All relevant broadcasting standards are supported and output can be transformed for the web, mobile devices or other channels.

Bringing TV and Radio to the Web

Traditional broadcasters need to introduce an internet strategy to supplement their broadcasting services. On the web, content is available at any time and can be accessed from anywhere. All that is needed is an internet connection. By its very nature, the web places TV and radio stations under pressure to adapt, enrich and reuse existing content in formats suitable for the Internet.

Meeting New Viewing Habits

The emerging generation that grew up with the web, have immense purchasing power. Their viewing habits differ from the conventional, and they have arguably become the most important target audience on the web. Differing habits call for new strategies. To meet this need broadcasters are required to provide customized information based on existing content.

Supporting User Generated Content

Today, basic TV or radio streaming simply isn't enough. Given the interactivity of the web, broadcasters need to accommodate and encourage user-generated content on their websites. After all, it could find its way back into TV broadcasts and radio transmissions. The availability of interactive multimedia content leads to an increase in user retention and brand loyalty in a broadcaster's online community.

Attracting Attention on the Web

On the web, where everything is just a click away, awareness is the major „currency“. Web users want information quickly and concisely, failing which they simply click away. TV broadcasts and radio transmissions need to be rapidly adapted to suit this audience and a fast turnaround is crucial.

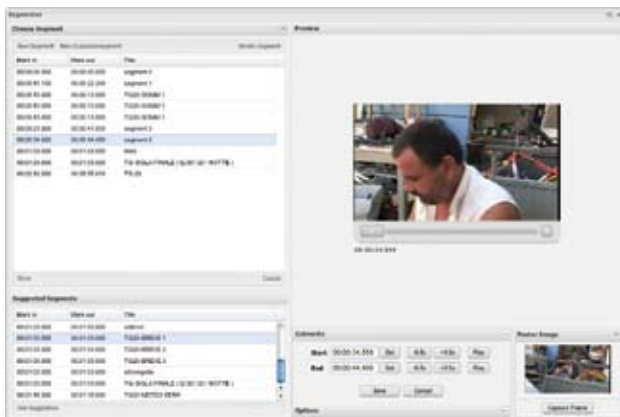
Traditional Broadcasting Content

- fixed airplay
- limited geographic reach
- single medium content
- one-to-many communication
- complex production technology

Broadcasting Content with Magnolia On Air

- viewable any time
- accessible anywhere
- personalized and multi-formatted content
- interactive communication
- easy-to-use, web-based technology

Screenshots



Video Segmenter

View, capture and edit videos in the browser-based user interface of Magnolia On Air.



Workbench

Add media files via „drag & drop“ in a browser from a local machine or archival servers to Magnolia On Air.

Benefits of Magnolia On Air

- Easily repurpose existing broadcast content for the web audience
- Seamless integration with existing broadcasting software infrastructure
- Streamlined media editing and publishing process through intuitive web-based user interface
- Highly extensible due to Open Source license
- Professionally supported by the vendor

Four steps to repurpose broadcast content for the Web



Create a web page

Your Magnolia On Air installation will contain web page templates to match your custom requirements. As an author or editor, you simply choose the template best suited to your content - perhaps a „Movie Detail“ page. In only a few clicks, the page is created and you are ready to start producing media content. Now all you need to do is select the part of the page you wish to edit and add media to it.



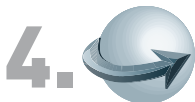
Select Source Media

The media browser displays content that has been made available to you out of your complete media archive. Simply select the audio, video or image you wish to work on and it will be displayed in the integrated web-based media editor.



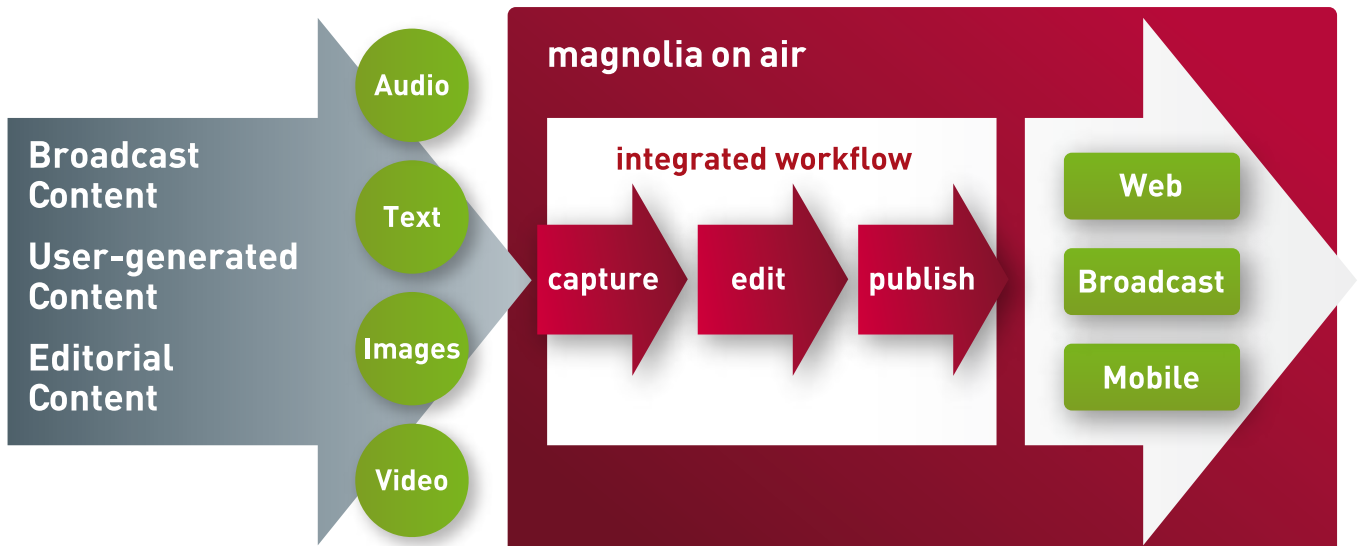
Edit Media

The integrated media editor allows you to cut a video or audio file or crop and scale image files. Using the full meta data information, you can quickly find snippets of a segmented video that you wish to extract. Once edited, the content becomes available in your personal workbench, where you can select it to be included on the web page.



Publish

With a single click on the „activate page“ button, your new web page will be on its way to your audience. Magnolia's workflow is highly customizable and will be completely adapted to your needs. Options range from direct publishing, which involves no workflow, to multiple steps and review cycles before publication.



Support of professional broadcast input and output formats	MXF, MPEG2, MPEG4, H.264, AAC, MP3, WMV, WMA, SDI, Flash, Quicktime, etc.
Browser-based editing and publishing user interface	The easy-to-use web interface of Magnolia On Air allows journalists and editorial staff to quickly repack and repurpose existing broadcast content for the web. An internet browser is all that is needed to edit video and audio files before publishing through the built-in web content management system. Magnolia On Air can be easily used from anywhere without additional client software installations.
Built-in web content management system	Magnolia On Air is based on Magnolia CMS, the simple-to-use and widely adopted Open Source content management system.
Capture, repurpose, and publish in one single application	Within a single application and without the involvement of additional staff, multimedia content such as video, audio or editorial can easily and quickly be combined and published on the web. The seamless integration between broadcasting and web publishing reduces errors, and speeds up publishing.
Integrates with existing broadcast archive solutions	The open and modular architecture allows Magnolia On Air to interact with almost any existing archive via sophisticated import and export interfaces, or standardized formats such as MXF.
Multiple-format and multiple-channel content management	Multiple-format content can be captured, edited and combined from within Magnolia On Air. The results can then be published to multiple channels, such as the web and mobile phones. Content can also be injected back into traditional broadcasting production workflows.
User-generated content	Content can be enriched with additional editorial, community-powered content or material from the publisher's archives. These are not available in the traditional broadcasting medium.
Multilingual user interface	The Magnolia On Air user interface for content authors is available in over 15 languages, including English, Russian, Chinese, French, German and Spanish.
Geo-blocking and digital rights management	Digital rights can be managed, protected and enforced. It is possible to limit access from certain geographic regions and to generally set specific rights for publishing media content.
Unlimited scalability, clustering and load-balancing	Magnolia On Air is based on a proven ISP distribution platform that can handle a massive load. Capacity can be increased on the fly by plugging in additional servers. Stand-by servers can take over any failed system's functionality, ensuring uninterrupted delivery.

