MEDIAWatcher help for the media companies, political parties, administrations and thier communication teams

In today's rapidly shifting political

landscape, it is becoming even more important for a political entity to keep up with the coverage that they receive in the broadcast media marketplace. It is a well-known fact that broadcast media reaches far more people than print media possibly could; though Internet media is gaining a large portion of the market share, it is still a well-recognized fact that TV and radio broadcasting reaches more people on a daily basis. It is easy to maintain tracking of prepared elements in these markets as well as the more traditional printed press, but what about those interviews, quotes, mentions in news broadcasts? How can you keep track of the content of unplanned content such as debates or reactions to current events? What about broadcast third party references and/or analysis of your party platform or individual members? What if you could easily gather video clips from previous TV appearances of certain individuals and/or concerning certain subjects?.

Having a searchable video archive at your fingertips could mean the difference between being prepared to meet the challenges of the day and being defeated by your competition.

Features & Benefits

- Very fast seaching
- Easy to maintain
- Remote access
- Unlimited expansion capacity, modular construction
- Wide choice of input/output formats
- Flexible streaming server
- Multilanguage
- Easy operation and use
- Detailed traffic log
- Simple user/access-rights administration
- Quick access to archived files
- Highly configurable indexing/search engine with audio/video preview function
- Resolution/quality configurable for archive streams[4]
- Platform independent
- Open standards-based solution which can easily be configured to work together with other existing or next-generation systems (custom interface may be necessary)
- Clusterable and scalable performance

What is SANity AVA-MediaWatcher?

The MEDIAWatcher system is a media archival and research system that allows your entire organization to work from a common base on video information. The system has both automated media gathering and manual selection/annotation capabilities. The integrated indexing and search capabilities mean that once a media clip has been defined and processed, it can easily be found based on multiple criteria.

MEDIAWatcher provides you with a centralized political media archive, ensuring that all members have access to a uniform base to work from wherever they may be. Since MEDIAWatcher is Internet based, the media archives can be accessed from anywhere in the world where internet access is available, so you can always be prepared, and even people in remote locations can have access to up-to-date media clips and information. Since MEDIAWatcher provides for long term, secure archival, you never have to worry about losing valuable video information.

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Practical applications of the MediaWatcher solution

Understand

Having previous media appearances available allows you to better analyze and understand your opponents. Review their debating style, turns of phrase. You have the opportunity to compare multiple speeches and search for inconsistencies, or hesitation – find weak points and opportunities.

Usage

Using the system is simple.

- Simply login, and search for clips that meet your criteria (e.g: participant: John McCain, George Bush; category- political, environment; text-search: "committee")
- View the clips found, or download them for offline viewing.

Alternatively, create a clip collection which will then combine your selected clips into a single file for download; Time-coded (begin/end) segments of existing clips/original video files can also be selected and gathered together into a single video file for viewing.

Train

Analyze and re-watch performances by your own members. Improve their performance by annotating and evaluating - indicating problems that may have occurred, or mistakes that may have been made.

Prepare

MEDIAWatcher provides an invaluable tool in preparation for your own media appearance! Check statements on relevant topics that have previously been made. Ensure that you do not contradict, or misrepresent your organization. Research your arguments, and be able to confidently reference previous statements in their proper context.
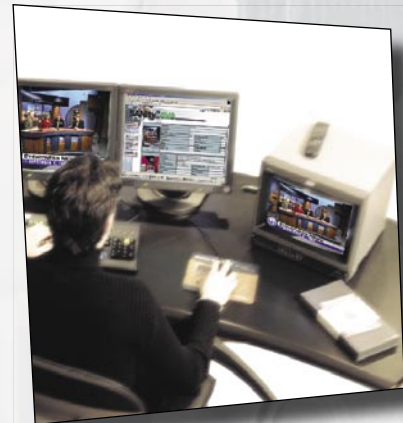

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24/7 operation

Automatic selected TV / Radio channel archival 24/7 (raw archive). Archival is broken down into 1hour segments, which can then be combined or further broken down into smaller segments depending on the desired unit of interest.

These media capture locations can be centralized (for national broadcasts) or distributed in a network (multiple physical locations) to capture local-only broadcasts if needed. The only requirement is a suitable network infrastructure (security and capacity)

Features

"This software gives you the Power to Know"

Provided preparation

MEDIAWatcher provides for both manual and automated clip preparation (division of archived data into usable segments). A single source video can be processed into multiple clips, each indexed and stored separately.

■ Manual – simply select the video, specify the start/end time-codes and send it to be processed, creating a new clip. A clip can be composed of sections from multiple files, or can be created by joining files.

■ Automated – based on a suitably formatted excel file or xml file which indicates areas of interest and indexing parameters.

Searching / Indexing

■ Clips are index based on time, TV Channel, location, selected topic(s) and specified participants.

■ Each clip has a text/comment area in which details can be entered, describing the clip itself (making it easier to find), and can also contain comments for others to view. The textual data entered here is also indexed, and used in the search process (full text search).

Manual upload

MEDIAWatcher is not limited to handling only the video materials that it gathers automatically. Video media files from alternate sources (camcorder, mobile phone etc) can also be entered into the system via an upload interface. These videos are then treated the same as any other media in the system.
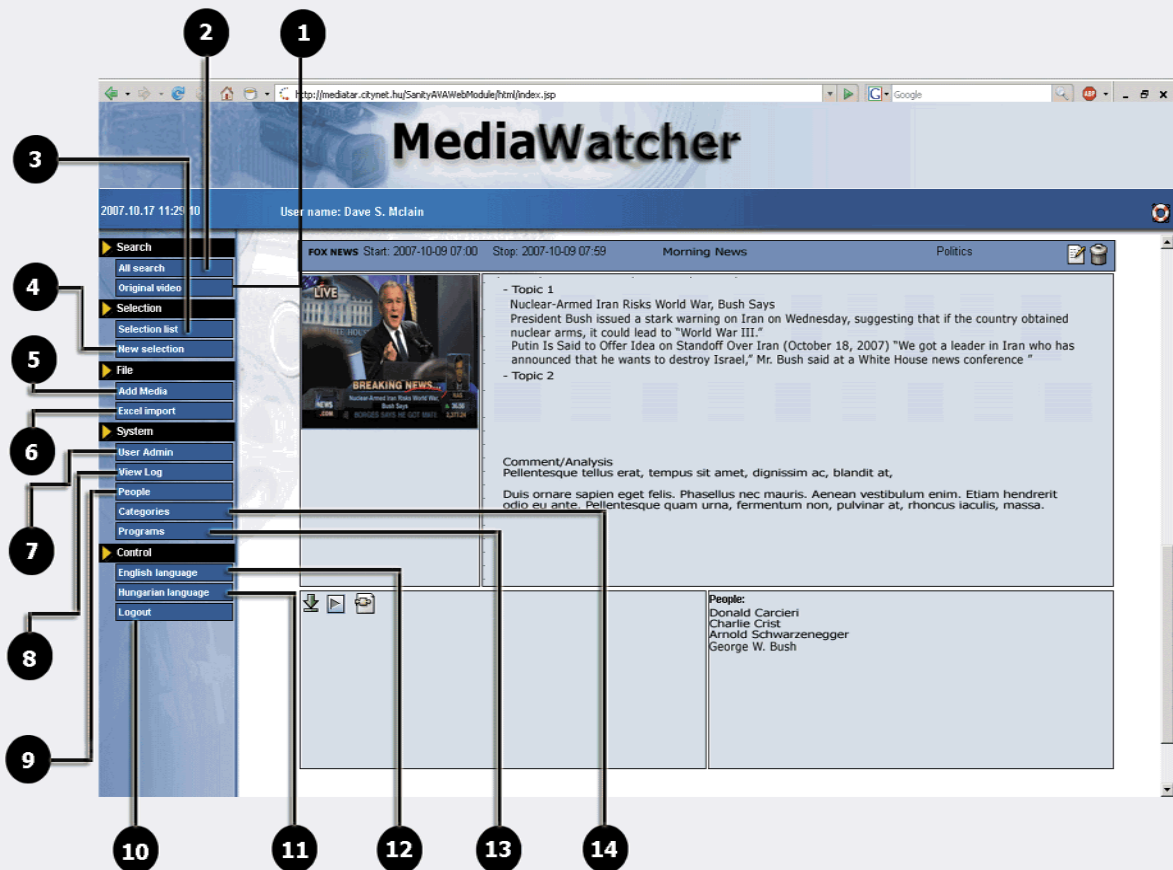
MEDIAWatcher

Technical overview

Standards based technology

Application of Standards based technologies ensures interoperability and system longevity. J2EE and standardized audio/video codecs are used (no proprietary encoding means that a custom client id not required for playback). Streaming technologies provide for the best viewing experience, and allow you to quickly review the video material (skip forward/back).MEDIAWatcher is a secure solution based on high performance, modern software and hardware technologies.

The default interface consists of the following items (for a user who has been provided with administrative rights to the system)

Security

Role based access for users – limits access to the functionality they need. Automatic full event logging provides a log of all accesses and actions in the system. Communication and data transfer within the system is secure and can be encrypted.

Storage

Initially files saved on high performance RAID, with option of nearline storage with on a high-capacity, next generation Blue-ray DVD Storage platform. This means that recent clips and data will be accessible at high speeds while older, archived material will remain available, with a slightly slower initial access time. The usage of a BD platform ensures the integrity of the media files for the foreseeable future.

Search Menu

1. Original video: browse/search through the unedited TV archives
2. All search : Search for existing clips based on defined search criteria

Selection management Menu

3. Selection List : sets of clips selected by the user
4. New Selection: start a new clip collection

Import/process management Menu

5. Add Media: Manual import of a video item (from external source)
6. Excel import: Generation of media clips from original videos based on the parameters provided in an excel file.

System Menu

7. User Admin: Start the user and roles administrative interface
8. View Log: view the system log

9. People: administer the list of people available in the system who can be listed as participants in any clip
10. Logout: Logout of the system
11. Hungarian (or other language): switch interface language

System Control Menu

12. English: Select English interface
13. Programs: Edit list of predefined programs
14. Categories: Administer the set of categories available

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