

One platform for all your online video management needs

Managing Video Content

We realize that online video is getting bigger, and that clients focusing on video content need tools to administrate this. Traditional content management systems might not be the obvious choice, as the focus of most such tools are also traditional online content, not necessarily online video content.

Video Content is cool. Video Channels are cooler.

Video online is indeed cool. It is also a great tool to brand, communicate and express your message and identity. Instead of pimping your good old website by adding a few videos, we have a better idea - Online Video Channels.

Flipping the concept – Video First

Video is a powerful media. It can contain several other media, and has a very strong ability to communicate and getting the viewer's attention. This has implications when video enters the online scene.

Now that bandwidth and technology is up to speed with the demands of the market, online video is easy and cheap. However, concerning video content there are some fundamental problems with the structure of online content, making video less appealing than it could be. If we want focus on video content, we should express content with video as the anchor point, not as complimentary "moving images". This is why Zoulmate is a tool where video comes first, allowing related content to enhance the video-experience. Big or small client - maximize your strongest media, don't make it a fun side-kick trying to lighten up your site.

Content is still King

Creating a Video Channel in Zoulmate is easy. Very easy. This is why creating a channel isn't expensive. However, Content is still King, and apart from filling your channel with great material, there are a few more things to be done. First of all, you have a few decisions to make concerning what kind of behaviour your channel should have to best suit your needs. Because the Zoulmate architecture is extremely flexible, you can bend, twist and tweak channel settings until your are satisfied. This structure puts your money where they belong - in creativity instead of time consuming development costs for each clients' unique requests.

Standalone video management tool or end-to-end-solution, Zoulmate covers all online video needs

Clients differ – needs differ. Maybe you already have a streaming provider offering a great deal, you already manage your online content using a CMS, and have a long history with a web agency dying to create your next campaign. If this campaign includes video content, Zoulmate is your best bet.

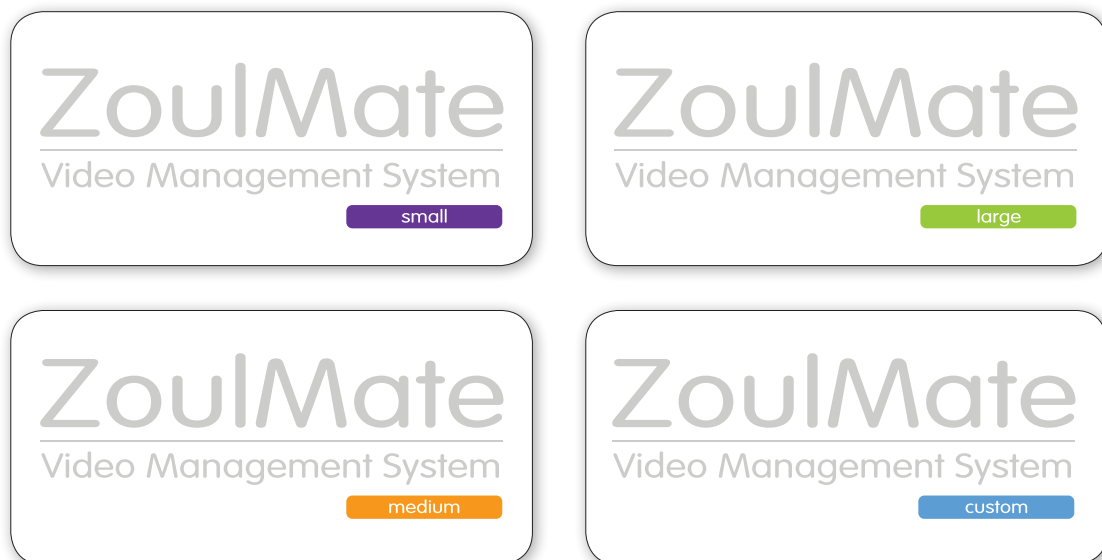
Zoulmate is not dependant on a specific streaming provider, video hosting server, or even a predefined front-end player. Zoulmate is Video Management, and that's what you need when dealing with online video. The flexibility of Zoulmate allows massive customization of your Channel to fit your needs, including an easy and understandable API for your web agency to work with as they set forth to create your impressive video campaign.

Oh, and if you wish to implementing Zoulmate into your existing CMS, that won't be a problem. Zoulmate offers plugins to Content Management Systems, and if your CMS has special needs, we'll make it work.

Quick n' dirty or Video Extravaganza

Zoulmate has great connections with some of the best streaming providers in Scandinavia and the UK. This means great offers for you, as we can gather all streaming and storage costs, lowering rates continuously.

We also offer predefined front-end players for your video channels, making your startup even quicker. The players offers great flexibility in layout and design, all managed through the Zoulmate Administration tool. Going for the quickest way possible to create a fully brandable, scalable Video Channel, just relax and let Zoulmate cater for your needs in an instant.



Of course, for some clients the need for creating a custom front-end solution fully suited, branded and totally in tune with their identity is not negotiable. We understand this, which is why we supply an easy API for your web developers to hook up their front-end to. We also provide this service via our partners, to make sure you get exactly the channel you need.

Show me the money

Video is cool, we've established that. But where's the cash? Traditional video content suffers from the lack of user input. Online video does not. By taking advantage of the interaction capabilities of online video, and listening to the needs of advertizers, we've developed a powerful tool to populate your Zoulmate Video Channel with ads. We proudly present the Zoulmate Advertizing Management System.



AMS – Advertizing Management System

When activated, our Advertizing Management tool is totally integrated within the Zoulmate Video Management System. Extensive statistics covers your evaluation needs, and you have full control over your AMS-content.

AMS-content includes banners, links and videoclips. Due to the flexibility of Zoulmate, any type of content can be considered AMS-content and be treated as such. This enables you to handle all sorts of advertizement via your channel.

AMS-content behaviour can be configured from within Zoulmate. These behaviours might include time-based interval overlays, synchronized cued roll-overs, pop-ups, or whatever you and the front-end developers desire – all managable in Zoulmate.

Depending on the implementation of the front-end, our system “out-of-the-box” supports tracking and statistics of any type of user interactable or viewable content. This includes downloadable files, links, any pictures, swiffs, video, text, sounds. It's worth mentioning that any of these formats may be positioned and displayed at any coordinate or given time within the front-end (including on top of / inside video). This effectively enables pre- post- or mid-rolls of any type of object in or outside the video.

The type of object being tracked decides what types of statistic data that gets reported to Zoulmate. For instance, videos can report for how long it has been viewed, links can report clicks, text can report views, etc.

The structure of Zoulmate differentiates between “channel” and “episode”. This affects the AMS positively, since it makes it easy to bind ads to specific episodes, and also en-

ables advertising on a channel-level independent of episodes. To further contextualize ad content, Zoulmate supports configuration of ads to be shown only for episodes marked with specific tags. This greatly simplifies the task of binding ad content to a series of episodes.

When developing your channel all these variables are taken into account, to maximize your AMS impact.

Channel Network – bring your friends!

Zoulmate provides a unique networking-structure which opens an ocean of possibilities. On the administration side of it, it enables sharing of content across channels, making it easy to administrate an array of different Video Channels. Networking also makes it possible to share visitors across channels. This can either be explicit by having them watch different channels, or implicit by the fact that they can watch content from one channel on another channel, increasing views. Networking also has great impact on your AMS, as AMS-content can be spread across channels and quickly gain massive coverage.

Video Management Software - as a Service

Centralized online video management is a good idea. You don't want to worry about security issues, keeping up with new innovations, video-encoding profiles and other boring stuff. You just want video, perhaps lots of it, and you want it to be manageable and up to date. Zoulmate is SaaS (Software as a Service) and takes care of the things you dont need to know, so that you can focus on making online video content improve your business.