Intelligent video management with pirobase

the MovingIMAGE24 connector

Films and streaming videos on websites of all types and scopes are gaining importance with increasingly faster connections to the Internet. This is because video content contributes to increasing quality and expanding coverage, while improving content communication at the same time. The VideoManager from MovingIMAGE24 integrates high-quality, process-orientated video management into pirobase. Thus videos will be optimally managed and presented. The seamless integration enables you to manage, edit and publish videos quickly and easily via your usual editing interface. This allows you to integrate videos into your websites quickly and intuitively, which in turn streamlines your operating procedures and increases work efficiency.
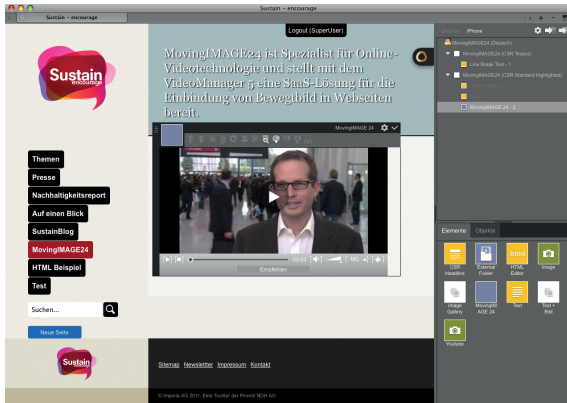

Seamless integration, easy editing

The VideoManager is integrated into pirobase by means of an interface. By integrating this feature, you can make use of all the functions of the VideoManager directly within the system and thereby increase efficiency. With a single click, the moving image and its title are adopted into the live preview of pirobase.
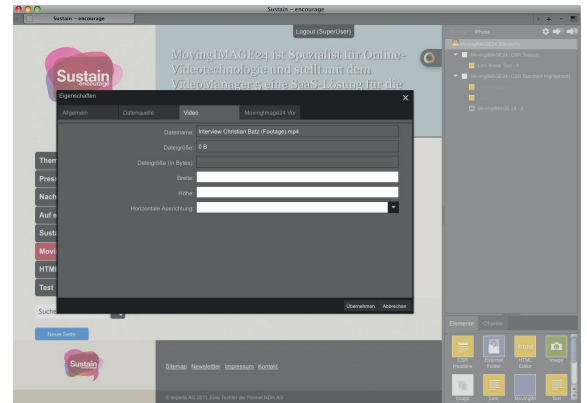
You can also test functions and settings here directly before publishing. The video content can then be incorporated into the website in the desired location extremely easily, and published within the framework of the editing workflow. In addition, the VideoManager enables you to add interactive functions and video portals with social media applications directly online – on your website and even for mobile use. This allows you to reach a broader target group with your offers and information in order to increase your long-term profitability.

Efficient ans secure

The VideoManager makes the videos available via the Akamai network. This guarantees that your videos will be delivered anytime and anywhere worldwide. You also have the certainty that your video content will be optimised for the web and used in the right format. This reduces the work required for preparing the media content, leading to a significant reduction in your process costs.

Positioning the video in the output view.

Editing the video attributes.

A strong team: pirobase and the video manager

The VideoManager assets are integrated directly into your pirobase templates. Any asset attributes such as the video description can be adopted into the pirobase document, which also reduces redundant data administration, thereby increasing efficiency. You also have the option to select the skins for the video player in order to design your own player that matches your individual website. References are also analysed by pirobase. This gives you an overview of where each video is being used at all times. We already showed proof that pirobase and the VideoManager are a strong team in projects for our joint clients Metro Group and Deka Bank.

Tips for integrating videos

Content Strategy
Add videos to your editorial concept from the start.

Video section
A separate video section in the navigation can increase visibility, but is not a suitable replacement for integration into all of the relevant subpages.

Preview image
It is important to select an appropriate preview image for the video. That can drastically increase the number of views.

Interactive videos
Integrate your visitors. Set chapters in videos, integrate Social Media functions and offer your videos for download.

Crosslinking
Intensive cross-linking between the editorial topics increases the visibility and number of views for the video clips.

Your benefits at a glance

Reduced editorial workload

Videos can be integrated using the usual editorial user interface.

Full range of functions

By integrating the VideoManager, you can access special video functions that conventional video platforms do not offer, for example video chapters or linking presentation slides.

Reliable streaming

The VideoManager streams videos in the correct format via the reliable Akamai network.

Fast publishing

Videos can be published within only a few steps. On your website and also on mobile devices.

Our partner

MovingIMAGE24 is a leading provider of video management and video cloud solutions in the corporate environment. With VideoManager 6, the specialist from Berlin provides a Software as a Service solution for managing, processing and streaming videos on websites, video portals and for mobile distribution. More than 500 customers, including companies such as Deka Bank, Stiftung Warentest, MetroGroup and Deutscher Fachverlag are already successfully using video CMS from MovingIMAGE24.

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▷ Join the video cloud

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