

# Unlock the value inside videos, audios and presentations with Multicast Media Suite's MediaTag module

In today's noisy world, many types of information battle for people's limited attention. How do you drive them to your content? Keep them involved longer? Give them the information they really want right away?

Usually, the content within videos, audios and multimedia presentations is invisible to search engines. That means that the content that is likely to be most engaging and most appreciated is the most difficult to find. And, once it is found, options for finding and revisiting key information are limited to watching or listening to the entire presentation several times, somehow remembering where specific content is located to reference it, or using imprecise slider controls to try to find the relevant information.

Now, there's Multicast Media Suite's MediaTag module. With it, you can publish rich media that is more easily found, more engaging, and more valuable.

## For more information

To learn more about how Multicast MediaTag can make your digital media more valuable, and other ways Multicast can help you reach your communications goals, call +1 (877) 664-6137.

## Communicate better and improve search engine optimization

Multicast Media Suite's MediaTag module transforms online videos, audios and multimedia presentations. It delivers new operating efficiencies and higher ROI by exposing important content within your rich media assets to your audience and to search engines. By using it, you can easily create content that is more easily found, communicates better, and has a longer shelf life. And, you can leverage the live event workflow, reporting and many other capabilities of the Multicast Media Suite.

MediaTags are words, phrases or sentences that you assign to key moments your video, audio or multimedia presentation. You might MediaTag slide transitions, the start of new topics, and especially valuable material. Once you've created MediaTags, they appear in a click-able Table of Contents that empowers your audience by letting them know what is coming, and by giving them fast, direct access to the content they want to see. And, because they are stored in a separate, but associated file, search engines can "see" them, too.

You can easily create content that engages people more and holds their attention longer by combining media types (e.g., audios with synchronized PowerPoint slides). And, it's easy to create valuable reference tools—MediaTags are to your rich media asset as a glossary is to a book. You can even easily provide links to related content including supplemental materials, documents with details and reference sources.

Because every MediaTag is visible to internal and external search engines, it causes your media to appear on searches for more words, and it improves the search engine rankings of the asset itself and web page it is on. And, because each MediaTag can be a distinct URL, people who access the media from organic search results are not forced to watch the entire presentation to find the information they want, they jump directly to it.

No special technical skills are needed to MediaTag content. You can tailor each asset's focus for different audiences by associating it with more than one set of MediaTags. And, via add-on modules, you can enable people to do simple searches to create, save and share playlists of content on a particular topic (for example, all the scenes in a video library featuring a specific person) and to build a production environment to quickly use complex taxonomies.

With Multicast Media Suite's MediaTag module your rich media assets are much more valuable. SEO improves. People find the content they want more quickly and easily. And, they deliver useful knowledge for years.

## Key Functions and Features

FUNCTION/FEATURE	BENEFIT										
MediaTags	Tag specific points in your videos, audios and presentations, enabling content to be displayed, accessed directly via e-mailed links or URLs, and even “spidered” by search engines. MediaTags do not change the media itself—they are stored in a separate file, enabling presentation of the same asset to different audiences with different highlights.										
Table of Contents	Establish a table of contents (TOC) that shows what is coming and enables users to easily find the information of greatest value. The TOC can be multiple levels deep and automatically adjusts as users progress through the content, indicating clips already watched vs. unwatched.										
Support for More Efficient Internal/External Search and Search Engine Optimization (SEO)	Expose each individually tagged piece of content of your digital media to internal and external search engines. The web page the asset is on, the asset as a whole, and even the points of interest within the asset, are all ranked more highly, increasing visibility and saving search time. Each MediaTag can be a separate URL, enabling people to click and go directly from a search engine to the specific content that interests them most (not just to the starting point of the video or audio).										
Synchronized Multimedia Presentations	Communicate more effectively by creating synchronized multimedia presentations. For example, audio files can be presented in combination with PowerPoint presentations, images, animations and other relevant content.										
Links to Related Content	Enrich presentations and improve stickiness by making packages of supporting materials available at the exact tagged content point. Link to documents, images, other digital media, web sites, and other relevant assets.										
Playlist Creator	MediaTag publishers can search internal files to create, save and share audio and video mixes of content on a particular topic. <i>The result:</i> easily view all the scenes in a video library featuring a specific person, or to listen to all the segments in a series of audios in which a particular topic is discussed.										
Player Customization, Including Branding	Support your brand image by customizing the player via point-and-click controls or simple Cascading Style Sheets (CSS).										
Live Links	Use clickable images to enable viewers to take action, such as going to a web site in response to an offer. Live Links launch Java Scripts, offering a wide range of options for subsequent actions.										
Publishing Options	Publish assets in pop-up windows, embedded on your internal web pages, or placed on external sites. Both URLs and iframe embed code are available.										
Support for In-depth Content Analysis	Support in-depth analysis of content across assets by creating taxonomies, then working in a form-driven production environment to quickly tag assets. Use Playlist Creator to dynamically assemble mixes of clips on a specific topic across assets.										
Support for Popular Video, Audio and Presentation File Formats*	<table border="0"> <tr> <td rowspan="2"><b>Video</b></td> <td><i>Input</i></td> <td>.3gp, .avi, .flv, .mov, .mpeg, .mpg, .wmv; including H.263 &amp; VP6 codecs</td> </tr> <tr> <td><i>Output</i></td> <td>.flv (VP6)</td> </tr> <tr> <td rowspan="2"><b>Audio</b></td> <td><i>Input</i></td> <td>.m4v, .mp3, .mp4, .wma</td> </tr> <tr> <td><i>Output</i></td> <td>.mp3</td> </tr> </table>	<b>Video</b>	<i>Input</i>	.3gp, .avi, .flv, .mov, .mpeg, .mpg, .wmv; including H.263 & VP6 codecs	<i>Output</i>	.flv (VP6)	<b>Audio</b>	<i>Input</i>	.m4v, .mp3, .mp4, .wma	<i>Output</i>	.mp3
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Fast Deployment	<i>Be productive immediately.</i> Deploy assets quickly, without need for software or hardware installations by using Multicast’s hosted service.										
Storage and Bandwidth	Hosting on the Multicast Content Delivery Network—rather than your own infrastructure—reduces the risk of a poor viewer experience without a significant investment in hardware for peak periods.										
24 x 365 Support from Video Experts	Enjoy 24 x 365 support from video experts who have worked with over 1,000 clients of all types and sizes around the globe. Experts are available live, not just via e-mail, so you get the help you need when you need it.										

