



Worldnow helps more than 400 broadcast publishers build a business around IP delivered video to all digital platforms. With over 15 years of digital video experience, Worldnow's workflow dominance is driven by its patented technology designed for the enterprise broadcaster. From acquisition to distribution on all digital platforms, we unify the process for managing your video assets with an intuitive, easy to use workflow.

Built within our hosted architecture, you are assured unparalleled scalability and performance. Our feature-rich workflow and flexible platform allows you to customize and extend your workflow, video players and third party integrations. This means your team can spend more time creating great content and less time engineering how to get it to your audience.

Video Acquisition

Through VideoScribe, our proprietary video capture software, you can easily manage the creation and delivery of high definition on demand and live video. Flexible options allow you to install VideoScribe behind your firewall for transcoding or you can leverage our cloud based environment.

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VideoScribe enables you to:

- **Live Capture** - Capture SD or HD-SDI on-air signal in a transcode and edit ready format without waiting for content to upload. Configurable options are available for multiple resolutions. All the work is done behind your firewall, which lowers bandwidth costs and allows content to be immediately accessible for editing and publishing.
- **Real Time Editing** - Clip and publish video while your broadcast is airing live.
- **Scheduling** - Multiple broadcasts can be scheduled for recording allowing for clipping and publishing to happen live or after it airs.
- **File Ingest** - Upload (ingest) encoded clips for optional transcoding and editing. VideoScribe supports support all common video codecs, such as H.264, H.263, FLV, MPEG-1, MPEG-2, MPEG-4, MOV, WMV and AVI. A total of 39 different codecs representing 98% of the industry formats. Web-ready clips can be published without requiring any additional transcoding.
- **Automatic Publishing** - Multiple folders with pre-defined rules allow you to automate publishing of finished clips.
- **Dynamic Bit Rate Delivery** - Automatic bit rate detection ensures delivery of the highest quality clip based on your end users connectivity. You can also customize profiles for bit rates based on your own preferences.
- **Mobile** - Full support for the creation of common mobile video formats such as h264, 3GP and Windows Mobile Media, in both standard and high definition.
- **File Syndication** - Send clips, associated meta data and summary image to any third-party FTP locations using a built in syndication engine. Integrations include YouTube, Brightcove and more.

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Live Streaming

Broadcast live at any time and to all devices. Go live immediately or based on a schedule. The live broadcast can also be edited in real time or saved for editing later.

Video Management & Workflow

Complex tasks are made simple with Worldnow's patented browser-based tools that allow any non-technical staff to easily edit, manage, assign and distribute video content and advertising. Worldnow's flexible video solution allows you to build and customize a workflow that will meet your individual needs.

- **Web based editor** – Schedule, record, edit, live stream from anywhere. Our VideoScribe Anywhere feature allows access both inside and outside your network. Our patented editor is the only true frame-accurate web-based editing solution. Publishers can create clips in a variety of different ways: Via keyframes, time code, seeking or even through the closed captioning text that is surfaced in the editor. Key frames are generated automatically and can be used to create thumbnails graphics associated with other content on your site, or saved for export. Clips created in VideoScribe can be assigned to your site directly from the editing interface or sent to third party syndication partners.
- **Rules-Based Automation** - Enables publishers to execute multiple video workflow tasks with the click of a button.
- **Video Syndication (Distribution)** - Syndicate your video content to any destination and in any format. Set up unlimited syndication profiles, enabling you to send video to any destination and in any format. Full MRSS, XML and JSON feeds available.
- **Video Discovery (Search)** - Video pages contain standard meta tags that are crawlable by search engines to ensure your clips can be indexed.
- **In the field workflow** - We are actively extending field publishing to offer remote apps and studio integration.
 - **Email** - Allows mobile email publishing from the field via any device.
 - **Mobile apps** - Allow the ability to record, edit and publish from the field.
 - **Studio Integration** - With Worldnow's Studio Gateway platform, content is routed from wireless enabled devices used in the field and ingested in the cloud for integration into legacy studio systems.



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Video Presentation (Players)

Players are cross platform compatible including h264 and HTML5 to ensure elegant rendering on all desktop and mobile devices (Apple IOS and Android). Worldnow's exclusive Video Player Widgets Generator gives non technical publishers the ability to customize players with easy-to use tools. Every element of the player can be customized inside the Producer. Additional options are available via our developers tools.

Social

Distribute content to more than 20 of the most popular social and video portals. Content may be published directly to platforms like YouTube with a single step. Users may email, embed, link, or bookmark your video extending the social and viral conversation around your content.



Developer Tools

Our publishing platforms provide a hosted open architecture along a full suite of industry standard and easy to manage developer tools.

- **Player SDK** - the Video Player API affords maximum control over the player size and style to create a variety of video experiences. Or if you choose you can integrate a third party player.
- **CC Mobile Player SDK** - enhanced, fully compliant, closed-captioning and ads on mobile devices. Compliant with DFP IMA SDK, over 20 ad networks pre integrated.
- **Feeds and CMS APIs** - REST-based full CRUD APIs that allow and read/write access to the database and full content feeds.
- **Customizable APIs** - Make your own APIs specific to your needs. Create dynamic queries to drill down onto specific data sets.
- **Special APIs** - Open frameworks for features within the CMS. This includes our Unified Ad Framework to support integration of ad servers, Unified Reporting Framework to plug-in site analytics.

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Video Closed Captioning (FCC Compliance)

We are compliant with all aspects of the FCC requirements for Closed Captioning on desktop and mobile video, including live streams. We support multiple captioning options (e.g., SMPTE-TT, embedded 608/708, WebVTT). We provide a Closed Captioning Player SDK that enables FCC compliance on non-Worldnow mobile sites or apps.

Video Measurement (Analytics)

Our open video architecture enables the integration of any third party video analytics system that suits your business needs. Out of the box, we provide comScore DAX which exposes deep insights into video performance and engagement.

Video Ad Serving (Monetization)

The Worldnow video players are designed to provide powerful revenue generating campaigns and to be compliant with the latest IAB ad standards. We have an integration with the DFP video ad serving solution and the player supports Preroll, overlay ads and is VAST and VPAID compliant. We also provide compliance with Google IMA3.0. Comprehensive reporting, tools for syndication and revenue programs such as a national ad networks with over 20 ad networks pre integrated are supported out of the box.

Reliability, Scalability and Dependability

...is a Worldnow hallmark and the video platform is no exception. Worldnow's integration with content delivery networks (CDNs) provides scalability at a moment's notice. Major news events break without warning and when they do, our customers' can instantly respond to the resulting spikes in video and site traffic.

Best-of-Breed Partners

The Worldnow video platform integrates with industry-leading partners including content delivery networks (CDNs), analytics vendors, ad management platforms and rich media advertising vendors to provide a flexible, interoperable solution that accommodates clients' and advertisers' changing needs.



TECHNICAL SUPPORT: *Worldnow provides technical support, issue resolution and real-time response to software or hardware-related questions and problems, 24 hours a day, seven days a week.*



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TO SCHEDULE
A TOUR**