Discover your content

smart media engine

**Seamlessly integrated into the
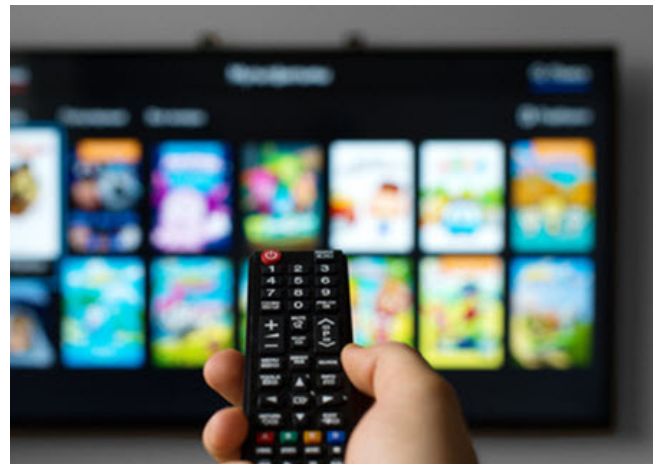leading newsroom platform**

OPEN
MEDIA
NEWSROOM EFFICIENCY

condat®

Get to the right content with the Smart Media Engine.

In today's fragmented media world, it is becoming increasingly difficult for broadcasters to reach and engage with their audience. In order to compete with fast-growing video on demand platforms and YouTube channels, content needs to be quickly and flexibly recomposed and distributed - at any time, via any channel and optimized for any device.

The **Smart Media Engine** helps editors to intuitively create cross-media content in any given context and enables them to develop better stories and discover new aspects and perspectives. Media libraries and EPGs are becoming intelligent with the help of the **Smart Media Engine**, recommending tailored content to the viewer.

AI based Analysis

The AI based, semantic analysis performed by the **Smart Media Engine** captures the meaning of any content and helps to better describe and classify it.

Semantic Search

By using the **Smart Media Engine**, content can be found intuitively and quickly by using natural language - even without knowing any keywords or phrases.

Fingerprinting

The **Smart Media Engine** enriches metadata with synonyms, abbreviations and thematic links. This is a process we call Semantic Fingerprinting.

Recommendations

Content enriched by the **Smart Media Engine** can be recommended to editors and users based on work context and individual preferences.

World Knowledge

By using Internet dictionaries and specific knowledge sources, the **Smart Media Engine** describes and classifies content as accurate and up to date as possible.

Integration

The **Smart Media Engine** is seamlessly integrated into SCISYS' newsroom system OpenMedia and can be connected to other tools as well.

Use Cases der Smart Media Engine.

Smart Search

Today, editors need to adapt to shorter production cycles and serve a growing number of distribution channels. In addition to linear playout, available content needs to be flexibly repurposed for non-linear distribution in media libraries and social media.

To serve all channels at the right time in the right format, editors use the **Smart Media Engine** for a fast and efficient content discovery.

Smart Recommendation

Offering viewers a unique media experience means more than producing good content. By learning how, when and where users retrieve content and what preferences they have, broadcasters are enabled to recommend perfect content to everyone.

The **Smart Media Engine** matches content across channels and devices with viewers' individual preferences and improves content monetization.
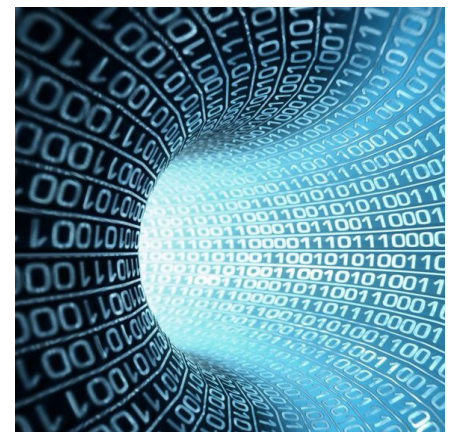

Smart News Gathering

Identifying the hottest topics in incoming agency wires and social media and keeping an eye on them over time is a challenge for every news editor.

The **Smart Media Engine** analyzes the message stream in real time and forms thematic clusters that provide the editor with a quick overview of the current trending topics.

Smart Enrichment

Sifting and evaluating ever-growing content archives puts enormous strain on limited human resources. Fast and consistent usage of available content across all channels calls for automatic, AI based processing.

The **Smart Media Engine** enriches content metadata with additional information and thematic links, increasing the usability and value of content archives.

Smart Media Engine in OpenMedia.

A fast and effective search has always been one of the great advantages of OpenMedia. With the **OpenMedia SmartSearch module developed by Condat**, SCISYS offers a solution that further perfects this search through a semantic analysis and a context-relevant comparison of all content. The module can automatically detect trends, as well as weight the relevance of individual keywords and thus find completely new connections.

About Condat.

Condat supports broadcasters and media companies in the digital transformation. With the **Smart Media Engine**, we have created a flexible AI platform that supports editorial offices in their daily work.

Our customers include well-known European broadcasters such as ARD, ZDF, Arte, Deutsche Welle, WDR, RBB, MDR and KIKA.

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