



# Smart Media Engine

Content Discovery Solutions  
for Broadcasters



## Relevant Content is King.

In today's supersaturated media world, getting through to your audience is a tough game. Competing against fast growing VOD operators, rising YouTube stars and Facebook Live Events means to get better at targeting your audience with their favorite content – anytime, across any channel, on any device.

The Smart Media Engine helps editors to find cross-media content intuitively and enables them to develop better stories and to work out new aspects and perspectives.



## Content Discovery with the Smart Media Engine.



### Semantic Analysis

The Smart Media Engine's semantic analysis approach captures the very meaning of your content and helps to describe and categorize it better.



### Fingerprinting

The Smart Media Engine enriches content meta-data with related synonyms, abbreviations and thematic links. This is a process we call semantic fingerprinting.



### Internet 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.



### Semantic Search

Content fingerprinted with the Smart Media Engine can be searched for in natural language without knowing specific keywords or phrases and browsed intuitively.



### Recommendations

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



### Integration

The Smart Media Engine is integrated in ANNOVAs OpenMedia Platform for fast and easy content discovery without losing time.



## Smart Content Creation

Today, broadcast editors need to cope with tighter deadlines, more channels to serve and additional tasks to fulfill. Creating and reconfiguring contributions for cross-channel distribution through media centers and social media requires a continuous and flexible re-use of available content.

In order to serve all distribution channels at the right time with the right format, editors use the Smart Media Engine.

## Smart Recommendation

Giving your viewer the best media experience means more than creating great content. Understanding how, when and where your content is viewed allows you to target user groups or individuals with content recommendations.

The Smart Media Engine matches content to your viewer's preferences across all channels and devices and improves your monetization.



## Smart Data Cleansing

The quality of content metadata is often poor. Errors occur when content is imported or generated by equipment following different standards. Also manual metadata entry is associated with a high rate of errors like misspellings and duplicate information.

The Smart Media Engine supports cleaning up messy metadata fast and efficient and raises the quality of search and recommendation results.



## Smart Media Engine in OpenMedia = SMARTSEARCH.

Fast and effective searching has always been one of the OpenMedia's strengths. But now, with the introduction of the OpenMedia SMARTSEARCH module developed by Condat, ANNOVA is able to take searching to a whole new level. The OpenMedia SmartSearch module enhances existing search functionality by adding semantic analysis and context-related calibration of all content.



### About Condat.

Berlin-based Condat is the leading provider of innovative media and mobility products. Condat supports broadcasters and media companies to face the challenges of digital transformation, metadata management and cross-channel communication. Our customers include major European broadcasters like ARD, ZDF, Arte, Deutsche Welle, WDR, RBB and MDR.



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