

Total Media ENTERTAINMENT PLATFORMS

Broadcasters are not anymore only TV channels operators, but content aggregators and distributors on a much larger spectrum. People are multitaskers, seeking for additional relevant content related to the programs they are watching. They consume more content every day but want to engage in immersive and personal experiences. This starts by being able to discover new content that is appealing to their social persona. They want to receive targeted recommendations, to share moments with their friends, to be part of the story-telling, to consume the content they want, when, where and how they want. Furthermore, they expect to be rewarded for their engagement.



Broadcasters can keep their audiences engaged and create new revenue streams by proposing full entertainment experiences to media consumers. Not only TV, but real multi Media experiences.

Helping creating TOTAL ENGAGEMENT PLATFORMS

It is time for Broadcasters to move from a one-way content distribution model to multi-dimensional interactive environments coping to provide their audiences with multiple and personalized TV and Media content experiences. Their industrial capacity, access to super premium content and operational knowledge in creating and distributing content are edges that can be leveraged in broader entertainment environments.

Alongside with TV Everywhere strategies implementation, broadcasters can develop full entertainment offers, including curation and serving of additional related content from unexpected sources so they can recapture their audience attention, grow active social engagement and limit churn-rate.

We help our clients imagine and implement integrative entertainment platforms that bring better and more immersive experiences to audiences, so they can add next generation revenue streams to their traditional money makers.

What we do - OUR OFFERS

VIDELIO create multimedia entertainment platforms connected to TV Everywhere platforms for broadcasters. Our services span from architectural design to online video monetisation services, through platforms development, content gathering and curation, premium and branded content serving, analytics and billing.

Our services include:

- Media and New media strategy consulting
- Content strategy assessment and new business models consulting
- Platform development and integration with existing infrastructures
- End-to-end Content Lifecycle Management systems
- Interconnectivity with service providers and CDNs
- Commercial Frontends development
- Training and support services

New MONETISATION AVENUES

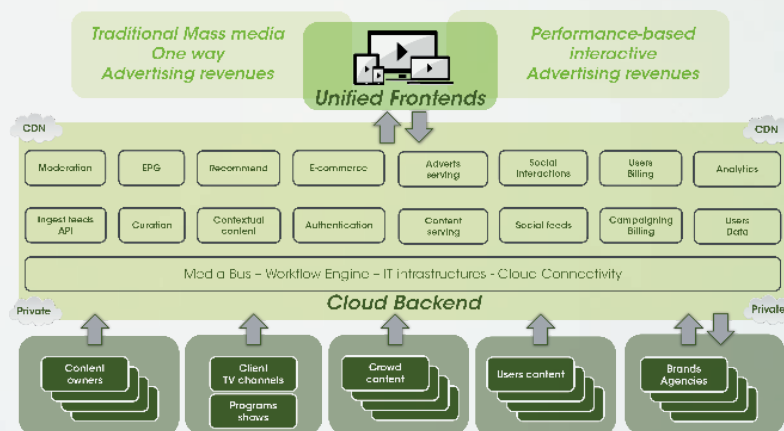
The Media & Entertainment Industry is in the middle of a complete turnaround and new business models emerge from the development of Internet and social media. Pay-TV need to move to cross-device subscription and pay-per-view models. Free2air TV channels need to add performance-based Below The Line business streams to their traditional TV commercial and SMS businesses. At VIDELIO, we help you cater for these new revenue avenues and harvest you audience engagement, including:

Above the Line (ATL): online TVC insertion, Pay-Per-View, e-commerce, T-commerce, branded content, big formats sponsorships...

Below the Line (BTL): CPM banners, widgets, take-overs, CPA, CPL, gamified experiences, social interaction, instant rewards, social competition, s-commerce...

Unified Through the Line (TTL): all of the above in a unified strategy leveraging the power of mass media and the strength of targeted and behavioral marketing.

Processing WORKFLOW



Technology PARTNERS

Our solutions are designed based on latest technologies, best services from Industry leaders and industry best practices and working experiences. We imagine and qualify our solutions with Media, TV and Advertising experts and long-term partners to assure state of the art project delivery and increased long-term benefits.



VIDELIO is an International Broadcast, Media & Entertainment system integrator and service provider
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