

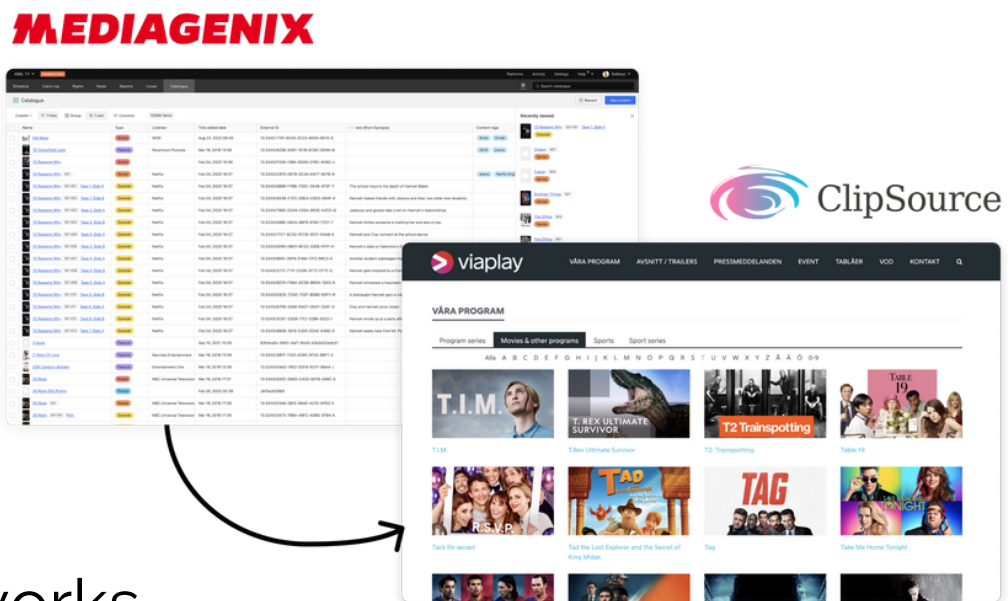


MEDIAGENIX

Clipsource and **MEDIAGENIX** have established an integration where the Clipsource platform acts as the pipeline for reconfiguring and distributing metadata within the **MEDIAGENIX** linear and VOD content scheduling suites (the **WHATS'ON** and **BeBanjo** product brands) for specific marketing, PR, press or sales purposes.

This integration allows you to transfer, reformat, and repurpose metadata, ensuring your content remains up-to-date. You can easily share assets like images, screeners, trailers, cast information, and more with stakeholders and third-party platforms.

This benefits **B2B press, PR, sales, and marketing teams** by providing organized, direct access to specific files, right down to episode-level details, without the need for separate storage solutions like Google Drive or Dropbox.



How it works

MEDIAGENIX helps entertainment and media companies make the most out of their video content with a comprehensive range of SaaS suites for content strategy, content value management, and content scheduling, including world-renowned product brands such as **WHATS'ON** and **BeBanjo**.

Product teams use the **MEDIAGENIX** linear and VOD scheduling suites (WHATS'ON and BeBanjo) as a centralized content management system that allows them to manage the editorial and operational sides of their video distribution, across both linear channels and on-demand platforms, from one intuitive interface.

This means you have all of your metadata, images and schedules created and ready for publication. This information is made available to Clipsource for additional purposes via **MEDIAGENIX**'s modern APIs.

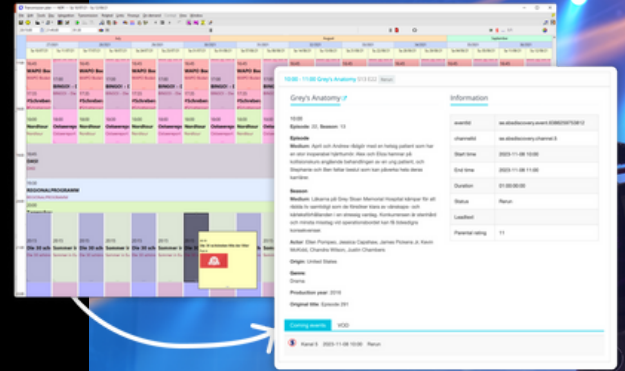
What you can expect from this integration

Up to date & automatic Program Catalog

The Program Catalog is a dedicated digital asset management system meticulously crafted for television and film assets, including media materials like synopses, images, clips, trailers, cast details, and much more, all the way down to the episode level.

With the **MEDIAGENIX** suites, the Program Catalog stays **perpetually updated** with the most relevant program information and assets.

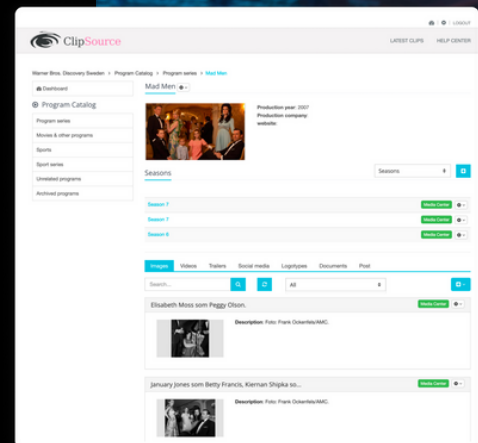
This metadata is **effortlessly transferred and tailored to meet specific communication and local requirements**, transforming it into a valuable resource. It serves multiple purposes, from crafting engaging press releases and newsletters to communicating schedule changes, sharing EPG data with aggregators, listing websites, content discovery platforms, and beyond.



Accessing materials for B2B marketing and PR

Once all the information resides in the Program Catalog, any accredited users gain unrestricted access to the materials you've designated for sharing.

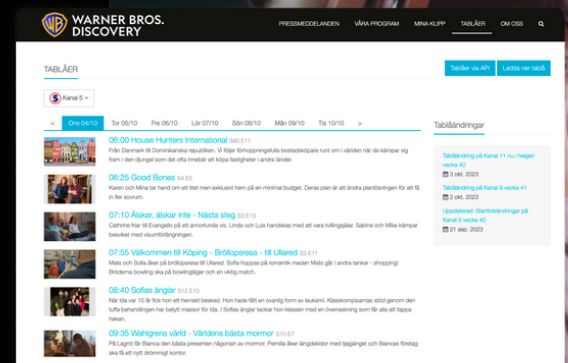
For instance, you can navigate to a season and drill down to a specific episode, where you'll find comprehensive details about its scheduled appearances and **all linked metadata and media assets**. It's effortless to access and download any available marketing resources for that episode, such as trailers, images, logos, thumbnails, and more.



Sharing materials for B2B marketing and PR

Within the Media Center, creating press releases, newsletters, or emails becomes a breeze as you can seamlessly attach materials directly from the Program Catalog. This allows **press releases and newsletters to link to specific titles**, facilitating the easy filtration and sharing of schedule changes and associated documents.

Moreover, the Media Center enables you to showcase entire content catalogs, offering journalists the convenience of searching and finding everything they require. All of this, naturally, occurs in a secure and access-controlled environment, ensuring data integrity and confidentiality.





Automating Linear/ Streaming Schedules

Complementing the streamlining of sharing of program related information, Clipsource also streamlines your Linear and Streaming schedules by seamlessly transferring data from the **MEDIAGENIX** scheduling suites into an intuitive interface for reviewing, complementing and sharing your available data.



Schedules, Simplified

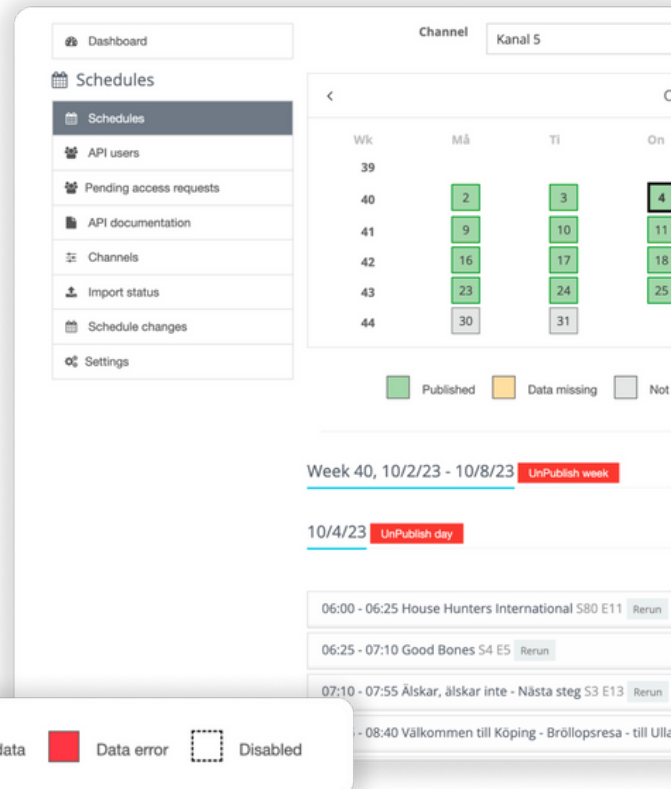
In Clipsource, schedules are categorized into two sections: Linear and Streaming.

By integrating with **MEDIAGENIX** suites, **Clipsource** offers your B2B marketing and PR teams seamless control over schedule data distribution, via your Media Center as well as automatic distribution to third-party platforms via API.

Data Validation Checks

Clipsource ensures data accuracy by conducting validation checks upon importing **MEDIAGENIX** metadata. Errors are promptly identified and reported:

- **Green boxes:** Data is accurate and published daily, with continuous API updates.
- **Yellow boxes:** Indicates missing data; users can make necessary changes in BeBanjo, and once synchronized, the yellow box disappears. Note that yellow data is still publishable.
- **Red boxes:** Highlight data issues that must be addressed before publishing or granting third-party access. Notifications are sent to administrators for prompt resolution.



MEDIAGENIX

MEDIAGENIX is a top vendor in the international media industry with a **comprehensive range of SaaS suites for content strategy, content value management, and content scheduling.**

Over 180 media companies across the globe trust these media business management capabilities to tackle the challenges of this multiplatform era with business agility.

[DISCOVER MEDIAGENIX](#)

FAQ

How is data transferred between the two systems?

Data can be transferred from MEDIAGENIX suites to Clipsource in many flexible options based on your preferences. You can choose to send data directly to Clipsource's S3 buckets through XML or JSON files, or Clipsource can fetch data directly from MEDIAGENIX suites through the APIs.

Whether it's complete daily or weekly updates or just specific changes via SQS, we'll collaborate with you to determine the most suitable integration and update processes tailored to your organization's specific requirements.

Is Clipsource a scheduling system?

In Clipsource, you can create your own public schedules manually. However, our primary objective is to streamline your access to and utilization of data and scheduling work that your professional scheduling and metadata teams have already put together.

This is precisely why our customers seamlessly integrate MEDIAGENIX capabilities with Clipsource to make the most of these collaborative efforts.