



AVID ACTIVE

Content Manager

New audiences. New revenue. Same staff. One tool.

Avid Active™ Content Manager extends your broadcast newsroom workflow to Web, wireless, ITV, and other IP-based distribution points. Get news content to your Web site quickly and cost-effectively—at the same time that it's produced for the newscast—with standard Web authoring tools, and without adding resources.

New and more profitable online revenue streams

By adding distribution channels such as the Web and opening up subscription opportunities such as news stories published to mobile phones, Avid Active Content Manager allows broadcasters to leverage their market advantage and maximize revenue opportunities through the cost-efficient online publishing of content.

Streamlined workflow

Now broadcasters can build a more compelling online presence by linking the newsroom directly with an automated rule and template-based publishing system. Active Content Manager receives stories from newsroom computer systems, video editors and other sources, automatically tracks story elements, ranks them by content or context-sensitive rules, provides story preview and editing, and then moves them to the online server.

Ease of implementation for any environment

Solutions shouldn't limit your options or include hidden costs, which is why Avid Active Content Manager adapts to any environment, and interoperates with existing platforms and content management systems. Many other content management solutions are built as standalone islands, require expensive and labor-intensive customized coding, and rely on rigid interfaces or work-arounds to overcome structural limitations.

Easy to use

Avid Active Content Manager is optimized for newsroom and news publishing workflows and use by non-technical users, such as journalists and producers, to produce rich content without extensive setup, training, or labor. The power is in the management behind the scenes, while the user sees an easy, approachable, logical interface. Plus, administrators can further customize data fields and the user interface to site-specific preferences.

Fits Your Facility

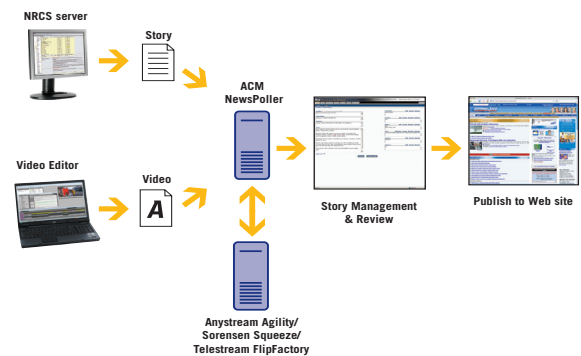
Any news operation can create a more compelling and profitable online presence by deploying Avid Active Content Manager, and it works with the tools you already use or can easily afford:

- Any newsroom computer system (NRCS) that can send HTML/XML
- Any video editor that can export QuickTime reference files
- AnyStream, Sorensen, or Telestream compression and encoding software

In addition, the ACM NewsPoller module is available separately for those who want the benefits of linking the newsroom with online publishing, but wish to use an existing web content management database.

More Content Options

In addition to individual stories and other content elements, as-aired newscasts and segments are easily posted to the web in correct resolutions, providing more content options while preserving branding. In fact, any kind of user-generated content is supported, and any data type can be introduced into, managed, and published by Active Content Manager.



Web production occurs in parallel with newscast production, right at the journalist's or editor's desktop editing applications for Web stories with video, and newsroom computer systems for breaking stories that don't have a corresponding video produced.

What's the problem?	Active Content Manager solves it.
I can't hire an entirely new IT staff to keep my station's Web site updated.	Template-based production, rather than Web page development from scratch, and dynamic publishing capabilities combine to let broadcasters add fewer new resources for a complete Web operation.
I don't want to train my professional news staff on how to develop Web sites.	All heavy-lifting development work is performed behind the scenes by Avid Active Content Manager in combination with the NRCS, nonlinear editor, and an inexpensive transcoding application. End users see only the Web-based front-end. Its simplified interface makes for a very short training cycle for newsroom users to get the news to the Web.
My reporters and producers are already too busy. They can't be bothered to update all the different pages that are affected when a new story breaks.	Avid Active Content Manager provides built-in story ranking, different page or section assignment, and updating across an entire site within a single UI, to enable rapid updating and instant publication—while sharpening broadcasters' competitive edge.
I don't want Web production getting in the way of my core business, on-air news production.	The direct integration of simultaneous Web production with the on-air newscast production process gives your online presence consistency, accuracy, and quick turnaround—without interrupting the newscast.

FEATURES

Simple, dynamic workflow

News stories published online simultaneously while being produced for on-air

Facility-wide management

Unprecedented news publishing workflow ease and management of all digital assets

Easy to use

Simple, Web-based user interface designed specifically for news

Use an existing CMS

Implement as a complete content management solution, or link the separately available ACM NewsPoller module with your existing CMS via XML to gain a powerful online publishing workflow

As-aired content

Easily post as-aired newscasts or segments to the web automatically in the correct resolutions; provides another content option while preserving branding

Story ranking

Create placement and page position rules for top stories or breaking news; rank by hits, views, or votes, create schedules for expiration

Dynamic, Event-driven content

Define rules for how, when and what content audiences will be served or access depending upon their profiles and interactions, such as targeting weather content to zip codes

Comprehensive Story Management

Flexible assignment of news story components to fields including Headline, Abstract, Body, Categories, Related Assets, Links, Sources, Authors, Approval, or user-defined fields

Category management

Create, modify, rank, delete, and manage categories (and the stories applied to them) such as Breaking News, Top Stories, Weather, Sports, Features

Instant multi-version preview

Apply and review any template to a story before it's published

Spell-check

Auto spell-check of all text entry fields

Template-based publishing

Predefined templates designed in any common Web authoring program simplify publishing of all content and story elements and provide consistent design and layout

User management

Define user roles and access privileges; create, modify, assign, and delete users per project

Format support

Wide support for:

- Streaming formats
- Image formats
- MS Office docs
- PDFs
- Text

XML support

Allows aggregation of all content from any XML, pre-formatted content source such as newswire feeds, syndication, etc.

AVID SERVICES, SUPPORT, AND TRAINING

Avid Broadcast Assurance including training, professional services, and 24-hour support helps to ensure your facility keeps to the production schedule—and puts the news on the air—every time.

To learn more—visit www.avid.com/ActiveContentManager

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