ONMEDIA

VISUALLY ENGAGING SOCIAL TV CONTENT

OnMedia is an end-to-end, cloud-based solution to create visually engaging Social TV content based on social media feeds. .

While television has always been considered a social media, the arrival of internet social media platforms allowed for a deeper interaction between broadcasters and their viewers, who talk freely on the internet about programs and constantly drive opinions about what they are watching on the TV, creating a sort of interactivity because of the conversations. Shows are now proud of becoming trending topics, and broadcasters can take advantage of the social listening tools to improve their audience data, enhance their content in real-time and, above all, vastly improve audience engagement by providing visually advanced imagery to display social content.

OnMedia is an integrated, stand-alone, modular application which makes it easy to search, filter, publish, visualize and engage with content from the audience. Integrates editorial systems for aggregating and moderating live social content with real-time 3D graphics capabilities to present such data in the most attractive manner, and enhancing the information displayed. On top of that, OnMedia is a flexible, scalable and cost effective solution which can adapt to complexity and needs of each broadcaster.

OnMedia allows end-to-end social content management, customization, and publishing to both 3D TV graphics and second screen environments. OnMedia goes far beyond the requirement for displaying live social data in dynamic TV formats, but also provides a missing production flow in traditional broadcast environments.

OnMedia helps broadcasters to enhance their programming content to drive higher audience ratings and foster loyalty from their audiences, providing a unique, end-to-end solution for social graphics management.

WHY ONMEDIA

An end-to-end solution for managing virtual and augmented reality 3D graphics based on social media feeds.

OnMedia allows producers, journalists and editorial teams to gather, moderate and build engaging real-time 3D graphics content where simple creative changes can be made in a single interface quickly and easily, even while on-air.

WHO NEEDS ONMEDIA

Broadcasters - Small, regional and specialized channels - Production houses

WHAT MAKES ONMEDIA UNIQUE

VISUALLY ENGAGING SOCIAL TV

Never.no gathers the information across the network (feeds, hashtags, polls, etc), generates the structured information out of selected criteria (kind of information, geolocalization...) and then makes this information available for Aston, which then uses the power of its 3D render engine to deliver proper visualization of the data. This takes advantage of Brainstorm's extensive experience in delivering attractive, real-time data driven graphics in high pressure broadcast environments.

INTEGRATED TECHNOLOGY

OnMedia integrates both never-no's and Brainstorm technologies, delivering all the power of its 3D Graphics Engine to display the information gathered and structured previously from the internet. The

Social Media Engine can select the information, edit the graphics template, publish it and send the graphics to any broadcaster's workflow, or play them out to air directly. This allows broadcasters to deliver structured social media information to air independently from other graphics applications, with the ability to select which information is to be displayed and decide to show it on the main screen or to second screen or mobile applications.

SCALABILITY

The scalability of OnMedia means it can be adapted to the needs of local and regional TV stations, national broadcasters and production houses. The out-of-the-box solution is a powerful component of the production workflow which avoids expensive use of other resources.

KEY FEATURES

- State of the art integrated 3D graphics system with social publishing capabilities.
- Manage user-generated content from a range of social media sources such as Facebook, Twitter or Instagram.
- Easily deploy 3D enhanced social media graphics in AR/VR environments.
- Select, customise, preview and trigger graphical templates within the interface.
- Scalable, modular solutions to adapt to any broadcaster.
- Lens tracking system.
- Live polling.
- Gesture recognition system to manipulate the social media graphics.
- Second screen solution completely integrated with the social media engine.
- Marker based tracking system for virtual studios as a cost effective tracking system.
- Compatible with Analytics and social monitoring applications.

+ Info:

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Brainstorm reserves the right to alter any specification, feature or technical requirement without prior notice. Please contact us for updated information.

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