



3 WAYS NONTECHNICAL MEDIA & ENTERTAINMENT PEOPLE CAN BENEFIT FROM CONTENT SERVICES PLATFORMS



Thanks in part to the many new media types available today, media-related jobs have grown more complex over the years. At one time, just two or three types of content and a few ways to retrieve or store items were available, but that's no longer the case.

In the media arena, we see libraries looking to safely archive original content, movie studios seeking to restore older film reels, and more. There are multiple audio, video, and image content types, as well as many different formats for each. With all of these media types and formats, it can be difficult to understand and manage it all.

For those without an advanced technical background, here are three ways a content services platform can help:



IDENTIFY RELEVANT
MEDIA ASSETS THROUGH
PROCESS AUTOMATION



PROTECT YOUR BRAND
BY SWIFTLY LOCATING
COPYRIGHT MATERIAL
AND VIOLATIONS



LOCATE MATCHING SHOTS
BETWEEN ORIGINAL FOOTAGE
AND FINAL EDITORIAL



For more information on other content services platforms, please check out our eBook,

**"TAKE THE NEXT STEP IN
DERIVING REAL VALUE FROM
INFORMATION: NOW IS THE TIME".**

