



blinkx Advanced Media Platform: Technology, Traffic, Traction

The Era of the Video Web

Massive consumer demand for online video presents an exciting opportunity for publishers with video assets. Content is king.

blinkx Advanced Media Platform: Take Control of Your Video Assets
blinkx solves many problems inherent in processing video with its Advanced Media Platform. Unlike text-based technologies, blinkx was built from the ground up to process video. Based on technology that was perfected over 12 years at Cambridge University and is protected by over 110 patents, blinkx uses a unique combination of patented conceptual search, speech recognition and video analysis software to efficiently, automatically and accurately find and analyze online video.

A Solution For Every Step of the Video Lifecycle

blinkx Advanced Media Platform's ability to automate previously expensive and time-consuming manual tasks across the Video Lifecycle increases the potential of your video assets. From locating and processing both online and offline content and indexing it, to its presentation, monetization and delivery, blinkx expands your opportunity to capitalize on your content.

How blinkx Advanced Media Platform Can Work For You

Unlock the Value of Your Video

Content lives in many different places and can be analyzed in a number of different ways. blinkx Advanced Media Platform understands this challenge and works to maximize the potential of your video assets: how they can be used and viewed, as well as how they can be searched, discovered and organized. From the digital domain of the Internet and content management systems, to offline tapes, disks and broadcast signals, blinkx will identify and extract your video assets from any storage system or packaging. blinkx will then extract all concepts and components and make them searchable and discoverable across multiple platforms, in many languages and formats.

Convert Visitors to Viewers

blinkx Video Search Engine Optimization (VSEO) captures new audiences effectively and the blinkx Advanced Media Platform works to engage them further. blinkx VSEO automatically generates HTML fragments and pages for an individual video, series of videos, topic or concept. blinkx's advanced search and discovery functionalities convert visitors to viewers. Functionalities include accurate and implicit user profiling, a content recommendation engine and automatic text to video linking. Each works to tailor your search results and display methods to relevant users.

Maximize Monetization

blinkx AdHoc is the contextual online video advertising platform that enables you to capitalize on your video assets by using its patented technology to intelligently match compelling, customized and relevant ads to your content. Because blinkx Advanced Media Platform understands not only how a video is titled and tagged but actual video content and concepts, it is able to place the most relevant advertising against your content. This results in higher monetization for you, more effective marketing for advertisers and a relevant, non-disruptive experience for viewers.

Partner with blinkx

Interested in learning more? Visit www.blinkx.com or speak with our team at partners@blinkx.com.

