

TXT Polymedia

Media in a Box



Solution Description

TXT Polymedia's solution, Media in a Box, is a comprehensive platform providing Media & Telco companies with a completely integrated solution for implementing an effective online presence. It supports the entire lifecycle of digital products, from production to multichannel distribution and presentation, including advertising management and product ROI measurement.

Features & Benefits

Media in a Box provides a complete, integrated and modular system supporting key business processes of a typical media company: content production, advertising, delivery and presentation of contents. Through TXT Polymedia Video, the content and media asset management product, Media in a Box covers the complete lifecycle of multimedia contents, ensuring companies:

- Operational Efficiency: a unique process for several distribution channels including websites, IPTV services, mobile services, digital television and Teletext
- Simplification: integrated support to the entire product lifecycle from ingestion to editing, archiving, classification and delivery on multiple channels
- Control: Rights management of the related content, quality and consistency
- Management of all types of content, in particular video, with market standard architecture

Value Proposition

TXT Polymedia offers broadcasters, media and telecom operators a complete suite of software solutions to support their content and service repurposing on interactive digital media. This offering is based on Polymedia Video, a complete software product to manage rich contents and video, enabling acquisition from a large array of sources, and distribution over many interactive channels and devices. The end results are low operating costs and maximum flexibility. Media in a Box is the new and comprehensive TXT Polymedia proposal for Media companies, to strengthen the interaction with the customer and to undertake innovative advertising strategies based on video formats.

Company Description

TXT Polymedia is a leader in the European market as software vendor and integrator, specialized in Media & Channel Integration, with a 10 year track record of successful business with Media and Telco leaders. TXT Polymedia is a fully owned subsidiary of TXT e-solutions group, headquartered in Milan, Italy, listed on the Italian Stock Exchange, with offices in many European cities and in the US as well. Its portfolio includes products and services for Multichannel Content and Media Asset Management for broadcasters, media and telecom operators, focused on interactive new media business.

IBM Segment

- Data Management

Business Function

- Enabling Digital Media

Target Industry

- Communications Service Providers

For more information, contact:

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