

THE LUMINOUS™

VIDEO MANAGEMENT PLATFORM



THE VIDEO CONTENT DATA COMPANY.

Solutions for a Modern Media Ecosystem

AnyClip is a data and technology company providing tools, insights and solutions for media companies and marketers, built on the world's most complete video content data platform.

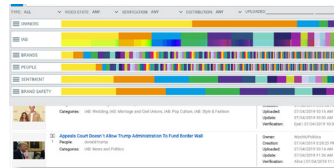
The AnyClip Difference

AnyClip's Luminous™ Video Platform uses video content data to power a holistic set of tools, helping media companies and publishers in ways no other video technology service can.

Why Work With AnyClip?

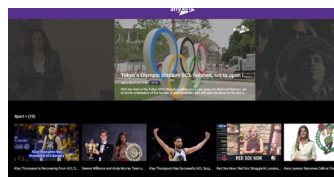
- No upfront costs. No monthly costs for content licensing, storage, delivery, player services or streaming
- Simplify workflows across editorial, operations, sales and analytics teams
- Future-proof your business for shifting demand for content targeting, aligned with tightening consumer privacy legislation
- Create incremental video inventory, matched to article content, with no additional work for editorial teams
- GDPR compliant

Manage



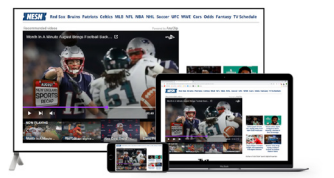
- Analyze video frame-by-frame in real time
- Tag and search content
- Curate playlists
- Store, stream, and access videos
- Publish content across platforms

Engage



- Premium video player enhanced with your content and performance data
- Page content matching
- In-player content recommendation and recirculation
- Video hub experience

Monetize



- Target campaigns by content data, using IAB standard and other taxonomies
- Control brand safety
- Full publisher control to plan and manage campaigns
- Utilize AnyClip's unique demand sources
- eCommerce integration

Measure



- Direct content strategies by predicting video content performance
- Analyze trends and engagement patterns
- Track campaign reporting and optimize in real-time
- Visualize revenue impact

NESN partnered with AnyClip as an additional player and monetization service, resulting in **2X** time on page, **3X** clips per session and **3.5X** revenue.



As TimeOut's exclusive video platform, AnyClip's platform strengthened audience engagement, increased time on page by **2X** and increased revenue **2.5X**.



Know your content. Know your context.
Get more value from your video with AnyClip.

[AnyClip.com](https://www.anyclip.com)