



TV Stations

Grow Your Broadcast Revenue

VMIX is the leading platform for monetizing video across your websites and mobile applications.

Powering video for TV station sites across the US, VMIX helps you capture your audience, streamline your team's workflow, and encourage mobile journalism.

Designed with broadcasters in mind, VMIX's online tools make video simple, letting you add, manage and publish media with ease. Powerful programming features allow you to extend on-air programming to your web and mobile audiences, building a rich library of content, and adding new sponsorship and advertising opportunities.

Tools and Services for TV Stations

Efficient Online Broadcasting – VMIX streamlines your workflow through a single admin console, offers flexible playlists for programming, and delivers content almost instantly to your web properties and mobile applications. Our tools integrate with existing broadcast systems, with in-house, user-generated and syndicated content all organized in a single VMIX account.

Grow Community Engagement – Draw and retain viewers by enhancing your web and mobile programming. Run viewer contests, use video to promote your line up, and make footage of past broadcasts and events available for on-demand viewing. Turn your existing inventory into valuable online resources, creating deep archives for events and themes. Focused collections of media draw and keep viewers on your site longer, creating focused sponsorship opportunities.

Let Your Audience Contribute – VMIX's mobile and community journalism solutions turn viewers into contributors, allowing quick, widespread coverage of breaking news, and expanding coverage of local prep sports and other community events. Encourage your audience to upload content using our no-touch workflow, bring your classifieds to life by letting sellers post images and video clips, and maximize revenue by offering video upgrades for online business listings. Our full-time content moderators review uploads, protecting you from copyright infringement and undesirable content.

Widen Your Distribution – Syndicate broadcast and unique UGC content using VMIX's flexible media-sharing tools. Share individual videos or whole playlists across your web and mobile apps, as well as to affiliate stations, Facebook, YouTube and other social-media sites. With VMIX you can also publish MRSS feeds to have your content picked up by news aggregators. VMIX offers rich, built-in advertising and third-party ad integrations for newspaper sites. Manage your pre-roll, post-roll, overlay and companion ads, and schedule campaigns on individual players.

Key Benefits

- ▶ Single system for in-house, user-generated and syndicated content
- ▶ High-quality video increases time spent on your site
- ▶ UGC promotions build repeat traffic and reader engagement
- ▶ No-touch publishing and automated distribution saves time and money
- ▶ Increase revenues with advertising, sponsorship and paid content
- ▶ Track video performance in real time, adjusting to profit from popular videos

Serving Our Clients

