



VMIX Publisher

The Leading Software for Managing, Sharing and Monetizing Online Video

VMIX PUBLISHER is the most powerful, easy-to-use online software suite for adding, publishing and sharing video on your website.

Whether you need to deliver live or on-demand video—produced professionally, in-house, or submitted by members of your online audience—VMIX PUBLISHER handles it all.

Designed with high-volume publishers and advertisers in mind, PUBLISHER streamlines your workflow, helping you integrate video into your websites and mobile applications quickly and effectively.

VMIX Publisher Features



NO-TOUCH VIDEO PUBLISHING

Keep content fresh with publishing tools that are easy for your whole team to use. Whether you're adding a single video player to a web page, building out custom video templates, or integrating with an in-house content-management system or your own player, VMIX's no-touch publishing will streamline and automate workflow, saving you time and money.

How? With web and mobile uploaders that make it easy for everyone to contribute, automated media categorization that keeps it all organized; and dynamic playlists and scheduling that complete the suite, making it possible to push new content to your sites, social channels and mobile apps with little to no hands-on management.



ADVANCED USER-GENERATED CONTENT TOOLS

VMIX PUBLISHER's UGC toolkit will transform the way you engage with your audience. Launch photo and video contests in minutes; enable two-way video feedback, local reporting, consumer reviews and more. Our exclusive webcam capture app, upload forms and email submission tools make it easy for your audience to participate.

PUBLISHER supports all standard video, image and audio formats, letting you accept photo and video uploads from anyone, anywhere, on any device. Our 24/7 content-moderation services protect you from copyright infringement and undesirable content, and give your audience the satisfaction of seeing their content go live almost immediately!

[MORE FEATURES >](#)

VMIX PUBLISHER offers web designers and editors a complete video management and publishing suite that is flexible, powerful and simple to use.

Benefits

- ▶ High-quality video experience proven to increase time on site and page views
- ▶ Facebook integration boosts social sharing and distribution
- ▶ Flexible video players and multimedia apps to create a custom look in minutes
- ▶ UGC contests and promotions increase repeat traffic and engagement
- ▶ Advertising tools maximize the value of your content
- ▶ Track video on your site in real time, adjusting quickly to benefit from popular videos and viral sharing

The Best Tools and Features for Video Success



END-TO-END MEDIA MANAGEMENT

VMIX PUBLISHER includes a powerful media manager that makes it easy to track all of your in-house, licensed and UGC in a single tool. Filter and group your media by collection, genre or tag, creating playlists from list results. Batch approve or edit media, defining publication dates to manage when and for how long content is live on your sites and applications. PUBLISHER also lets you share and co-publish content with partner sites. As you add, update and re-order media on the fly, changes will propagate automatically across your pages, publishing groups and partners.



TARGETED ADVERTISING

VMIX PUBLISHER lets you maximize your investment in media by either building in-house ad campaigns or integrating with top commercial ad servers and networks. Manage your video and image ad files; create new pre-roll, post-roll, overlay and companion ads; or use third-party services like Adap.tv and Yahoo! APT built right into VMIX PUBLISHER. Combine ad tools with real-time VMIX Analytics to track effectiveness, and benefit from our best practices for maximizing revenue on your content.



COMPREHENSIVE VIDEO ANALYTICS

With VMIX Analytics you can build reports that show how your audience interacts with your content, as well as how each video file and player perform over time. Just a few of our unique features? View load, play and performance metrics for playlists or individual videos to determine trends and viral activity. Track activity across players and domains to determine effectiveness. PUBLISHER also lets you view aggregate data for multiple VMIX partners, and allows you to export, print, embed and share reports across multiple domains.

Platform Support and Requirements

VMIX PUBLISHER supports media upload, management and delivery across major browsers and operating systems on most video-capable devices. Support for additional platforms and formats continue to be added; please inquire if a required format is not listed.

Media Upload Formats

- ▶ **Tools:** Flash and HTML-based uploaders, capture app for webcams
- ▶ **Video Formats:** On2VP6 Flash FLV; MPEG-1, MPEG-2 and MPEG-4; H.264/ MPEG-4 AVC; AVI; QuickTime; Windows Media Video; 3G2 and 3GP
- ▶ **Image Formats:** JPG/JPEG, PNG, GIF
- ▶ **Audio Formats:** MP3, AU, AIFF, WAV, WMA

Browser Support

- ▶ **Windows:** Internet Explorer 7 or 8; Firefox 3.5 or higher
- ▶ **Mac:** Safari 4

Media Output and Delivery Formats

- ▶ **Video Output Formats:** H.264, FLV
- ▶ **Video Delivery Options:** HTTP (progressive) download, adaptive HTTP streaming, adaptive RTMP and RTMPE streaming
- ▶ **Video Players and Applications:** Flash, HTML5

Advertising Support

- ▶ VMIX ad engine, Yahoo! APT, Adap.TV, 24/7 Real Media OAS, DoubleClick DFP, and OpenX

Video Analytics

- ▶ VMIX Analytics and Reporting, Google Analytics, Omniture