



## **REV Media Group chooses VSN for automated content distribution**

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REV Media Group (RMG), part of the Media Prima Berhad Group and Malaysia's leading digital media company, recently renewed its solution for content scheduling and delivery to digital platforms with VSN's VSNCrea and VSNEplorer MAM systems.

### ***A 100% MAM on Cloud solution***

Initially, REV Media Group was looking to replace its content management system, and VSNEplorer MAM was the system of choice to expand its capabilities and meet specific requirements for **metadata automation, video ingest and archiving and social media publishing**, as well as being deployed **100% in the Cloud** (GCP) to enable remote access and integrate with local systems to extract scheduling information and create customized workflows.

### ***Content programming is managed from VSNCrea A scalable and evolving solution***

However, the team in charge of the project also considered that certain requirements related to content planning workflows were more suitable for VSN's BMS, **VSNCrea**, which ended up being included as well thanks to its seamless integration with the MAM system. While VSNEplorer MAM handles the most demanding tasks related to content management, **RMG users manage most processes from Crea's content planning interface.**

### ***A scalable and evolving solution***

RMG currently enjoys several advantages thanks to the systems implemented by VSN, such as **web access** to the system along with adaptive video streaming, efficient **automation of its content distribution** to different platforms and social networks, as well as having a dynamic and scalable solution that can be expanded and adapted at any time.

"Since the implementation of VSN's solution, we've seen **tremendous improvements in our content distribution workflow**, not only in terms of efficiency but also in our **overall user experience**. The team took the time to fully understand our requirements to ensure that the right solutions were deployed and we look forward to continued progress with their support." – Ee Kee, Digital Content Strategy and Performance Manager

The complete RMG success story is now available for download at [VSN's official website](#).

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### **About VSN**

VSN is a global technology company that delivers advanced, end-to-end solutions to the broadcast and media industries. Its modular, scalable and customized software optimizes business processes in the areas of media asset management, master control room (MCR) automation and news production. VSN has delivered innovation and media solutions to clients in more than 100 countries globally, including TV channels, content distributors, news agencies, public institutions, service operators and others. Headquartered in Barcelona, VSN has offices in Alicante, Hong Kong, Miami, Montevideo and Santiago de Chile, and provides a highly rated 24/7, global technical support service. For more information, visit [www.vsn-tv.com](http://www.vsn-tv.com).

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