



Banco Mediolanum trusts in VSN for its corporate OTT

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The Spanish financial entity, which belongs to the Mediolanum Group, now counts with an on-cloud central content repository that allows remote publication in its customized streaming platform thanks to VSNE Explorer's technology.

VSNE Explorer MAM is the new core of BMedTV

Since 2003, Banco Mediolanum has an internal and exclusive corporate TV to inform, train and share the experiences of its more than 1.400 Family Bankers, the financial advisors of the company.

Now, with the solution provided by VSN, the corporate TV goes beyond the provision of a streaming service and amplifies its functionalities with the on-cloud implementation of [VSNE Explorer MAM](#). Thanks to the content management software from VSN, the system's managers can **ingest, catalog, preview and publish their content** directly in the platform in an intuitive and centralized way.

A flexible, scalable and close solution

On the other hand, VSN's solution also provides the necessary **flexibility** to match Banco Mediolanum's content and availability needs, thanks to its **100% on cloud implementation**, the **software as a service (SaaS)** contracting and the data center outsourcing. These features allow the **remote access** to VSNE Explorer MAM from multiple devices, without worrying about equipment or server maintenance.

It should be noted that this **flexibility**, the **scalability of the system and the proximity of customer service and attention** were key to its development:

"VSN's cloud-based digital management service allows the different Corporate Communication areas of the Banco Mediolanum to centralize their content and automate the flow of media to the corporate OTT", said Aitor Falcó, Sales Manager - EMEA.

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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.

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