



VSN to Showcase its Remote Solutions at IBC 2021 to optimize media management and content monetisation

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VSN, a leading provider in media solutions for the broadcast industry, announces that it will be showcasing its range of remote and collaborative working solutions designed to facilitate the full management of media catalogues - from storage to planning to playout - at **IBC** this year (**Booth 7.B19**). This will include demonstration of several enhancements to the core range of VSN products, including [VSNEplorer MAM](#), [VSNEplorer Exchange](#), and [VSNCrea](#).

Along with the development of these specific technological enhancements, VSN will also be demonstrating the solution-wide application of cloud collaboration tools - capable of being integrated across all major remote storage providers, as well as the addition of SaaS pricing model. Both elements demonstrate VSN's commitment to democratizing industry access to top-level media management tools; providing an accessible, flexible and scalable product that meets the needs of niche providers and mainstream broadcasters alike. Most crucially, these additions highlight the remote working potential granted by the VSN media management range.

In relation to the specific technological enhancements that will be on display at IBC, the first of these enhancements occurs in the field of **media preservation, cataloguing and metadata assignment**. VSN has been integrating **AI functionality** into its range in order to ease and automate complex, time-consuming and repetitive tasks. This capacity has now been expanded and refined within **VSNEplorer** – VSN's MAM solution – with the addition of '**DataBinder**'; a tool which aggregates the results provided by AI engines in a single location, allowing users to undertake cross-check and adjust and correct metadata as required, thus enhancing the efficiency and quality of cataloguing and metadata assignment.

Other improvements within the core VSNE Explorer product include the **VSNE Explorer Exchange content hub**, which has undergone renovation in order to allow users even fuller control over the way that they access and manage assets and subscriptions through the creation of 'Exchange Points' directly within the UI, whilst in the field of **Media Production**, **Adobe Premiere** has been integrated directly into the **VSNE Explorer PAM** (Production Asset Management) interface, smoothing the workflow for production professionals working on tight deadlines in remote locations.

The second major addition to the core VSN range occurs within **VSNCrea** – VSN's Broadcast Management System, which has been designed with remote HTML5 access and full VSNE Explorer integration at its heart. Here, **Ad pricing solutions** have been expanded to allow for the assignment of price blocks at different times of day, the selection of Ad rate types (Fixed, Cost Per Mille, Cost Per Rating), and the direct exchange of this information with the commercial contracts on which they are based. Through the integration of these automation and accuracy-enhancement tools, VSN yet further extends the monetization options available to users, maintaining a focus on delivering solutions that leverage the maximum possible value from an organisation's content and advertising.

Speaking of their upcoming IBC attendance, Ricardo Quintanilla - Head of Marketing at VSN, said: "We may have been away from tradeshows for some time now, but we haven't been resting on our laurels. After our recent acquisition by [Valsoft Corporation](#), we've had greater opportunity than ever to focus on delivering additions which allow our users to leverage greater value from their assets, using a suite of tools that is joined-up, seamless and remotely-accessible."

VSN will be demonstrating their full range of end-to-end, integrated media management solutions at **IBC, Booth 7.B19**.

More information about VSN and its products is available at <http://www.vsn-tv.com> or by phone at +34 93 734 99 70.

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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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