VSN to Launch its Metadata Rules Editor at NAB 2022

Barcelona, SPAIN — March 29th, 2022

VSN, a leading provider in media solutions for the broadcast industry, announces its excitement to return in-person to **NAB 2022 (booth N.925)**. After a global hiatus of more than two years, VSN are enthusiastic about the ability to reignite industry relationships which have by necessity been conducted exclusively through online communications since early 2020. More than this though, they are eager to use NAB to announce the numerous product developments which have arisen during this hiatus, a period of time which has allowed for VSN to engage in an intense focus on product development.

The most significant of these developments is the introduction of a **new Metadata Rules Editor**. As the lifeblood of an effective MAM (Media Asset Management system), metadata creation requires a balance between the theories of best-practice database management/structure and the specific data needs and demands of individual users. The new module provides users with the structures of best-practice metadata management without them needing any knowledge of how to structure metadata themselves, and at the same time allows them to **fully customize their metadata arrangements**. The new rule editor incorporated within **VSNExplorer** grants users the ability to engage with an intuitive, straightforward programming language that allows them to **organize and query their metadata** in the way that is most meaningful to them, all the time supporting them with intuitive processes and error detection.

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 VSNExplorer integration at its heart. Here, the Ad pricing solutions have been expanded within

the **new Commercials Module** 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 organization's content and advertising.

As well as exhibiting these developments in person at NAB, VSN will also be hosting the online **'VSN Spotlight'**; a unique 'pre-release' broadcast on **April 21st (9.30 am CET in English and at 4.30 pm CET in Spanish)** in order to allow those unable to journey to Las Vegas to gain first-hand insight into the developments which VSN will be announcing at NAB.

Speaking of their upcoming NAB attendance, **Ricardo Quintanilla - Head of Marketing at VSN**, said: "Thank goodness for the opportunity to re-engage with our customers and industry peers in person. We've made significant - and often innovative - efforts to stay connected, especially with initiatives such as the VSN Spotlight. But **nothing can really replicate the personal connection** that tradeshows bring, and we'll be looking forward to giving live demonstrations of both our Metadata Rules Editor and expanded Commercials Module".

He continued: "And we've undergone some significant changes in the last two years that we're enthusiastic to talk about; from our recent acquisition by **Valsoft Corporation,** to our **development of a new logo** - both elements which we feel represent our movement into the future. When it comes to NAB, there's lots we want to share with our stakeholders".

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 (Video Stream Networks) has been providing software solutions for audiovisual content management since 1990, both for companies in the Broadcast & Media industry and for all those that need to manage, archive, produce, plan and distribute media. The company has developed projects for TV channels, production companies, OTT platforms, public organizations, the educational sector and content distributors, among others. All of VSN's systems are ready to be implemented in cloud, on-premise or in hybrid environments, and can be contracted under a licensing model or through Subscription as a Service (SaaS). Since 2021, VSN is part of Aspire Software, an operating group from Valsoft corporation, a Canadian company dedicated to the acquisition and growth of vertical software businesses that provide mission-critical solutions in their respective niche. Find out more at www.vsn-tv.com

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