VSN presents AI and content scheduling innovations at IBC 2023

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VSN will showcase at IBC 2023 the new functionalities of its core products, VSNExplorer and VSNCrea. The company will be present at booth 7.D16 and 7.D17 in Hall 7 at its traditional appointment at the Amsterdam RAI, where it will show the new Artificial Intelligence, Business Intelligence, and Business Process Management functionalities of VSNExplorer, as well as the new features in linear scheduling, rights management and monetization of VSNCrea. Finally, it will present its integration in end-to-end workflows with other Aspire group systems.

VSNExplorer, more advanced than ever before

VSN's MAM system takes a step forward in its intelligent metadata segmentation functionality with an aggregator view of metadata coming from multiple AI engines, as well as a new functionality for advanced segment searches by AI elements. In addition, the Business Intelligence module also features new detailed reports -easily added as widgets to any dashboard- on the platform's own status for better strategic decision making.

On the other hand, within the VSNExplorer BPM module, the BP Editor application introduces a new "Expert Mode". This innovative mode includes a series of predefined tasks to streamline and optimize business processes. Importing and exporting these tasks adds even more versatility and flexibility for organizations to customize their workflow more efficiently.

VSNCrea reinforces its key functionalities

VSN's BMS system includes several improvements in its linear scheduling module, whose scheduling is now more intuitive, as well as new features for content monetization. The Broadcast Management System also now supports specific digital platform rights in its Acquisitions module, as well as greater support for publishing content on YouTube, allowing for greater versatility in multiplatform content distribution.

Aspire Group integrates its products into end-to-end workflows

In response to the industry's increasingly complex workflow needs, the three broadcast software companies - VSN, Woody Technologies and M&I Broadcast Services - will also present options for complete workflows, from full ingest (Woody's IN2IT), through media management (VSNExplorer), scheduling (VSNCrea) and playout and distribution (VSNOneTV and Omniplayer).

"After a first experience with all three companies under one roof, we are looking forward to presenting ourselves also with this format at this edition of IBC. The pieces are starting to fall into place, and we are looking forward to showing the result of these last months of work live and back in Hall 7 at the RAI. We all have interesting news, both together and separately, and I am sure that the event will be a great success" - commented Ricardo Quintanilla, VSN's Marketing Director.

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About VSN

VSN (Video Stream Networks) provides software solutions for audiovisual content management, 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, educational sector, and content distributors, among others. All VSN's systems are ready to be implemented in cloud, on-premise or hybrid environments. Moreover, they can be contracted under a licensing model or through subscription as a service (SaaS).

VSN was founded in 1990 in Terrassa, Catalonia, Spain. After more than 30 years of constant growth and international expansion, the company was acquired in September 2021 by the Canadian group Valsoft Corporation.

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