



TV



## DIGITAL COMMUNICATION HUB

**TvHUB** is the suite of solutions developed by **EBANTIC Media**, specifically designed for **television stations, news agencies, marketing and communication departments and corporate tv channels** looking to manage, distribute, and enhance their content efficiently.

The **TvHUB** suite consists of **two** different applications depending on content characteristics:

1. **TvOTT** enables efficient management, distribution, and publishing of **video and audio content**.
2. **TvNEWS** is a comprehensive solution for **communicating news information** with greater impact, enhancing audiovisual language offering an immersive, dynamic, and engaging experience.

**TvHUB** combines an intuitive user experience with powerful automation, personalization, and analysis tools, adapting to the needs of each client.



The **DAM4Cloud** tool by **EBANTIC Media** provides the essential functionalities to ensure the success of **TvHUB**:

## CMS:

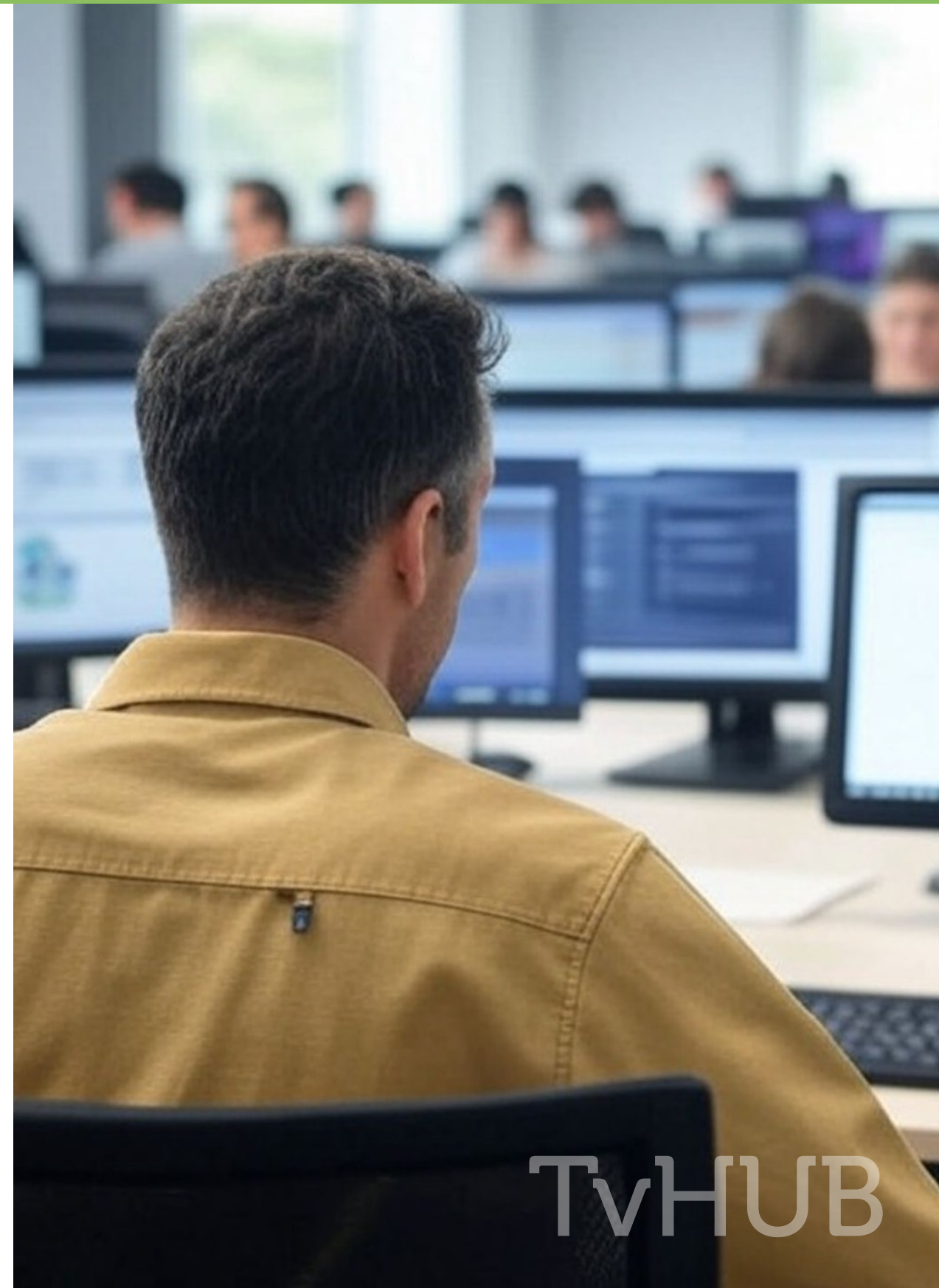
- **It manages the entire content lifecycle**, from creation to publication, with advanced metadata classification, **automated publishing, and optimization using generative AI**.
- **Editorial tools**: Organize and publish content efficiently based on **audiovisual and editorial criteria**.
- **Social media**: Integrates content from platforms like **YouTube and Vimeo** to enrich the portal and increase reach.
- **Automation and personalization**: Implements configurable workflows that optimize time and enhance content quality.

## LIBRARY:

- **Content unification**: Centralizes all digital assets in a single space, compatible with recognized **data models such as MARC 21 or EBUCore** to ensure proper future retrieval of content.
- **Ensures scalability and content security**, with **backup systems and disaster recovery**.

## DESIGNER:

- **The NO CODE layout** allows for easy design and structure of web portals with the **Drag & Drop** function, eliminating the need for technical knowledge.
- **Combines content in video, audio, and text** formats according to requirements.
- **User-oriented approach**: Adaptable interfaces, intuitive configurations, and **tools designed to maximize team productivity**.
- **System integration**: Includes connectors for external databases, web portals, and third-party services, **ensuring interoperability**.



TvHUB



## APP DAMBridge Module (MOJO Ready):

Allows journalists to create, manage, and publish news instantly by editing text and incorporating media content using their mobile devices, both **iOS** and **Android**.

## Advanced Dashboard Module:

**Provides key performance indicators (KPIs)** to monitor performance, content quality, and real-time trends.

## AI-based Optimization Module:

**Automatically generates** ideas, summaries, and content.

**TvHUB** includes an **ALEXA** Integration Module for both **TvOTT** and **TvNEWS** solutions:

## Alexa Integration Module:

### Access to TV and Radio Streaming:

With the Alexa skill enabled, users can access live broadcasts. Compatible with devices such as **Smart TVs** and **Alexa Echo speakers**.

### Access to News:

Using the **command "news,"** the system plays the latest five highlighted news items, regardless of their collection or section.













# TvHUB


TVOTT

TVNEWS















alexa



## CASE STUDIES

OUR CLIENTS ENTRUST US WITH  
1.2 MILLION MEDIA ASSETS

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241.389 Videos

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877.570 Images

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716.579 Audios

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4.000.107 Connections

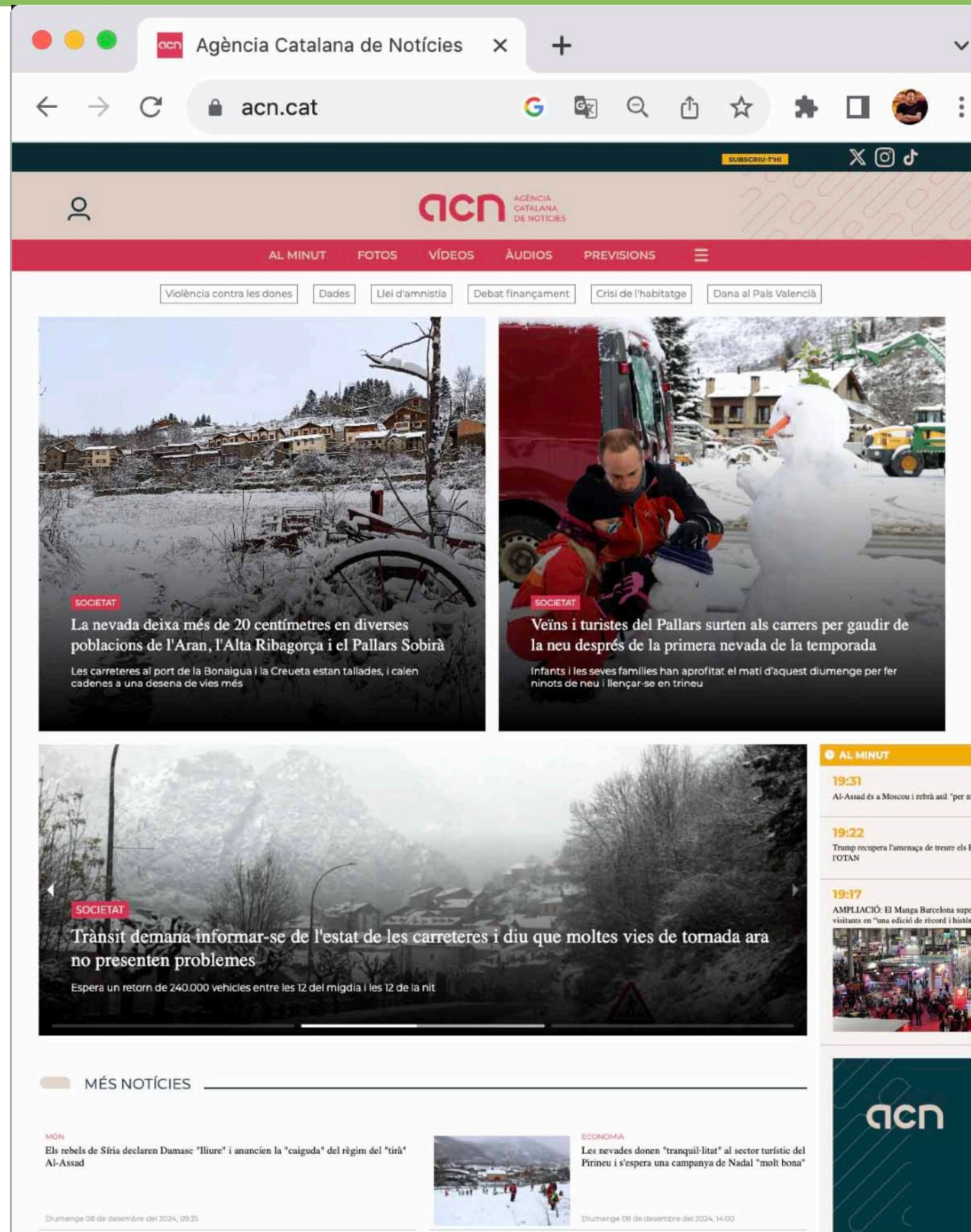
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## CATALAN NEWS AGENCY

- **Decentralized Contribution** from Across the Territory (CLOUD): Facilitates content input from any location.
- **Unified Management:** Handles videos, audios, images, and texts in a single platform.
- **Automated Publishing:** Delivers content to a B2B portal seamlessly.
- **Fully Customized Graphical Interface:** Tailored to meet specific needs and branding.
- **Mobile App:** Enables content contribution from anywhere, ensuring flexibility and immediacy.







## TVMATARÓ

**TvNEWS** has transformed the TVMataró website into a crucial asset, enabling the audience to access all of **TVMataró's digital offerings** through a platform that prioritizes information relevance and is **accessible from any device**.

- **Centralization of Digital Products:**

The portal unifies **news, programs, episodes, YouTube videos, and Instagram posts**, ensuring seamless consumption and increasing audience loyalty by eliminating fragmented searches.

- **Increased Content Consumption:**

A unified experience boosts **content engagement, leading to higher monetization** opportunities.

- **Extended User Engagement:**

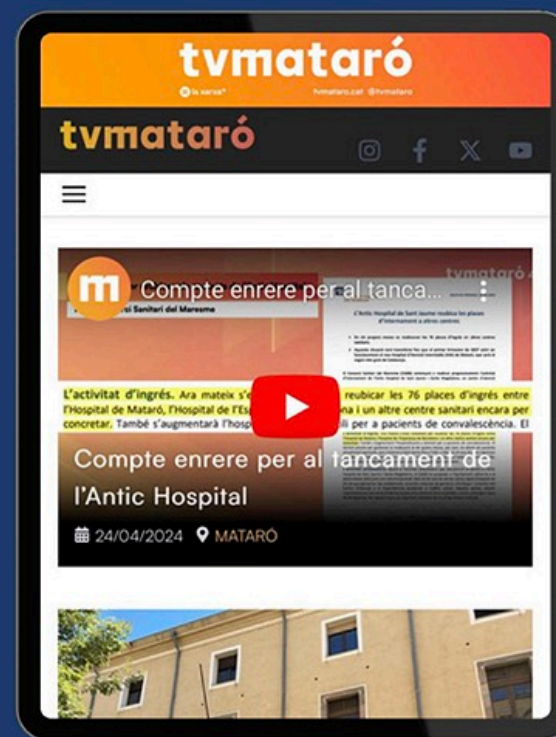
A significant increase in time spent on the platform and **easy access to live TV and radio streams**.

## ALEXA INTEGRATION:

Users can access the platform by saying: "**Alexa, open TVMataró.**"

Once the skill is active, they can:

- Stream live TV or radio.
- Play the latest five news stories, displayed with their image, headline, and subtitle.
- Watch video-based news, which plays directly.
- Access the latest videos by saying "videos."



### SMART TV / ECHO ALEXA





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