





Video is being used
to communicate, inform,
stimulate and entertain

A changing environment

Video is everywhere. On every device and in every format. Today more than ever, video is being used to communicate, inform, stimulate and entertain. People are accessing video on different devices, for different reasons. And the demand for high quality, accessible content is growing every day.

Developing the right video content strategy is never 'one size fits all'

Viewer data offers opportunities to create accountability. Organisations who want to get more out of their video take viewer behaviour and preference into consideration. They monitor traffic. They shape and reshape content to adapt to the changing environment. And that requires insight. At each point in the Video Content Ecosystem, there are opportunities to reach, attract and retain target audiences. To make video work, and make it work better.

EMG Content Services

Keeping up with this ever-changing environment requires a well-positioned online video platform that reaches your specific audiences. Developing the right video content strategy is never 'one size fits all'. That is why we take all the factors into account: market, audience, goals, branding and usage to create a custom-made solution that fits your needs.

The experts at EMG Content Services understand your business. Working at the intersection of marketing, content and technology, we provide an integral perspective on how you can enhance your role in the value chain. We act as your strategic partner to create the ideal content processing approach. We deliver your video content to all of your audiences, on all of their devices, at the highest level of quality available. We analyse traffic and user data to optimise your reach and maximise your impact.

We work together with you to determine your needs, and create a custom-made video content workflow and platform to address them.

Your content challenges

Based on our experience, we have identified the most common content challenges. Do you want more? Our experts help you select the modules you need.

Preparing your content for more viewers

We prepare your content for more viewers on more devices. Your costs and hassles decrease, while your audiences increase. We help generate more traffic through the right mix of distribution channels and promotion.

Building reputations through asset management

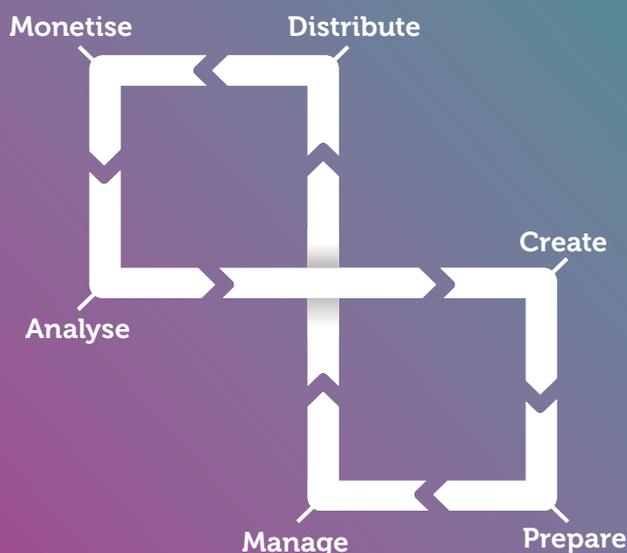
A brand is only strong if it is consistent. If your corporation has a lot of video content, and aspirations to create more, you need a solution that helps support your reputation. Your company's entire video library can be accessible anywhere, anytime, on any device. On brand and on target.

Fast-tracking to long-tail valuation

In the age of free online video platforms and social media sharing, effectively managing your video assets is key. Integration of social media and innovative business models puts you on the fast track to real profits.

Viewing pleasure on a dedicated platform

A dedicated online video platform brings your content to your audiences' screens. Linear or on-demand. Fully scalable and always accessible. Multi-screen flows for ultimate efficiency. Completely branded in your company's identity. Your platform will make your content shine.



Your video ecosystem

EMG Content Services takes you through the entire video eco system. Together we:

Create on-brand video content that fulfils both your business goals and your audience's viewing needs.

Prepare existing content, live feeds and webcasts for reliable and future-proof publication.

Manage and utilise your video content to its full value.

Distribute to your target audience anytime, anywhere, in the format and on the device they prefer, in the quality they expect.

Monetise your content to maximise long-tail valuation in the business model you choose.

Analyse viewer behaviour and preferences, traffic and market conditions to optimise the accountability of your content.

About EMG

EMG knows video. For more than 25 years, we have been using our market knowledge and experience to help our clients get the most out of video content and connect with their audiences. We work in partnership with you to take your cares away throughout the entire video content value chain, increase your market opportunities and improve your customers' experience. With offices throughout Europe, we are always close by. Our unique understanding of the value chain and business flows means that we go far beyond technical support and get the most out of your video content. Whether through creation, preparation, management, distribution, monetisation or analysis, we have the expertise to make your vision a reality.

