



Aiming to deliver a beautiful quality video-experience, and focusing on accessibility, manageability, scalability, security and interoperability. SwiftCMS, a modular service of SwiftMedia, is a cloud-based service designed specifically to enable content and service providers in delivering, authoring, marketing and supporting an end-to-end OTT content service.

End-users: The best video playback experience

- Full-featured video portal with adaptive bit-rates support on WEB browser, smartphone, tablet and Set-Top-Box
- Intuitive layout, in-site searching, favorites, hierarchical categorizing, auto ranking and recommendation
- Integration with 3rd party SNS for rating, commenting, and fine-tuned content rendering for SEO

Authoring: A versatile hub for the digital assets management

- Well-modeled management on premium assets, customizable meta-data and fine-grained access rights
- Customizable working flow for tagging, categorizing, approving, previewing and publishing
- Multi-channel publishing to WEB, smartphone, tablet and Set-Top-Box, and provision of embedded HTML code

Marketing: A short lead time to keep staying ahead

- Flexibility in pricing and packaging to effectively support marketing promotion, events and campaigns
- Standard-based advertising integration with 3rd party Ad platforms to monetize the traffic
- Comprehensive insights into the user profiles, purchasing, devices, playback, traffic, contents and behavior

Supporting: Being more productive in implementation

- Role-based admin with automated configuration, real-time monitoring and immediate notification
- Standard-based templating, unlimited page design, and VAS customization using JSON API
- Easy branding and interoperability with existing infrastructure, including LDAP/ADS, SSO, Billing, Business Supporting System

BENEFITS

ENABLE CONTENT PROVIDERS TO CONCENTRATE ON CORE BUSINESS

Greatly simplify the whole process of content publishing

INCREASE REVENUE STREAMS FROM VIDEO CONTENT

Effective content protection, flexible marketing events and campaign, responsive customer service and reliable platform

HANDLE UNDERLYING COMPLEXITIES IN COMBINATION WITH SwiftServe CDN

Cross-device playback with adaptive bit-rates

Speed up the delivery and save the network costs

ALIGN TEAMWORK & COLLABORATION TO BOOST PRODUCTIVITY

Extendable work flow and Web-based management to make the editorial team work collaboratively

OPEN FOR INTEGRATION TO FIT BUSINESS

Flexible modeling for any content providers or business

Provide open API for integration with other 3rd party applications

SwiftCMS Features

System Administration

Administration Management
Role & Permission

Business Supporting System (BSS)

User Management Center (UMC)
User Transaction Center (UTC)
User Service Center (USC)
Device Management

Content Management

Ingesting Service
Assets Management
Products Management
Price Management
Tag Management
Packaging
Geo-Blocking
Recommendation

Customer Service Representative (CSR)

User Management
Subscription Management
Transaction History
Device Management



Client Apps

Android & iOS App
App for iPad & STB
Web Portal (demo site <http://swiftmedia.conversant.com.sg>)

Multi-Tenant

Multi-Country
Multi-Language

Download to Own

Android App (Annual License) [available soon]
iOS App

Advertisement Service Support

Banner Advertisement
Pre-roll Advertisement
Advertisement during Pause

Subscriber Management

Pause & Play
Concurrency Management

Other SwiftMedia Integrated Services

SwiftCoder – Cloud (HLS) Transcoding
SwiftDRM – Cloud DRM/Multi-DRM
SwiftServe – Content Storage & Delivery