

# Welcome to VidZapper

## Overview

Vidzapper is a fully featured video content management system that can be used to build stand alone video services or to integrate video services with existing web based applications.

The product provides a one stop solution for anyone requiring detailed control over their video playout and makes the building and provisioning of complex video based services easier than ever.

Flexibility is at the core of the system, with the ability to choose a range of deployment options including integrating with any CDN, payment or ad serving solutions.

Better still, VidZapper is intended to have a low cost of ownership with a fixed monthly cost and brokered bandwidth and storage prices.



## General Features

VidZapper is a unique stand alone application that is available as a web service. It is possible to build complex Flash Players using the system's built in Player Builder or, for the more advanced, using the provided API.

Other system features include:

- Web based administration can be accessed from any Flash enabled device
- Select between local or remote encoding
- Support for WMV, FLV, MOV and H.264/MP4
- Live event support
- Stream from third party video services, eg YouTube
- User generated content upload and moderation
- Media RSS compliant
- Multi-language support
- Powerful API



So, VidZapper allows you to combine simulcasts, live events, videos from services such as Veoh, Metacafe and YouTube with your own videos and those submitted by your users.

## Encoding

You can choose to encode your own content locally and then upload it, or can simply upload your unencoded files and they will be encoded for you. All files are then replicated and stored on the content delivery network. The system supports submission in .MOV, .MP4, .WMV and many other formats and can output in either .FLV or .MP4 formats.

Alternatively, you can specify a publishing point or URL where the content can be sourced, but add your own metadata.

## User Management

The system supports Reseller and Client accounts and as many Users as required can be added to either of these accounts. Moreover, roles can be assigned to Users, enabling workflow management in the running of the service. Teams in different locations can collaborate in submitting content and managing the content on the system.

The screenshot displays the VidZapper user management interface. At the top, there are navigation tabs for Users, Categories, Groups, Playlist, Channels, Advertisements, and Content. Below these are sub-tabs for List User, Add User, Search User, List Reseller, Add Reseller, List Client, Add Client, Role Permissions, and User Permissions. The main content area is titled "Manage User - Edit" and is divided into three sections:

- User Selection:** A form with dropdown menus for UserRole (Reseller Administrator), Reseller (All), and Client (All), along with a "Go" button.
- User List:** A table with columns for First Name, Surname, Edit, Delete, and View. The table contains the following data:

First Name	Surname	Edit	Delete	View
Name3d	Raj	[Edit]	[Delete]	[View]
Iolo	Jones	[Edit]	[Delete]	[View]
Iolo	Jones	[Edit]	[Delete]	[View]
Reseller	Admin	[Edit]	[Delete]	[View]
David	Fraser	[Edit]	[Delete]	[View]
Andrew	Jenkinson	[Edit]	[Delete]	[View]
- User Details Form:** A form for editing the selected user (Iolo Jones). It includes fields for Name (Iolo), Surname (Jones), Email (info@tverywhere.co.uk), Confirm Email (info@tverywhere.co.uk), Password (\*\*\*\*\*), Password Confirm (\*\*\*\*\*), DOB (15/07/1964), UserRole (Reseller Administrator), Reseller (Inclusive Media), Parent User (Iolo Jones), Language (English), Telephone (0207 419 7689), HouseNumber (103), Street (South Hill Park), Area, Region, City (London), Postcode (NW32SP), Country (United Kingdom), and Image (with a "Browse" button). The form also has "Save" and "Cancel" buttons.

## Group Management

Users can be assigned to public or private groups, enabling both public and private video services to be created.

## Channel Management

A simple form and one click is all that it takes to set up a Channel. Once it is up and running you can add as many Playlists and Players to the Channel as you like. So, for example, you can create a standalone Player and an embedded Player for your existing website.

## Category Management

Each content item can belong to multiple categories and subcategories. This enables you to build complex content categories and to make these available to the user. For example, the ability to search by Date, Location and Subject within one query.

## Content Management

Content Items can be quickly added and then one or more Metadata sets can then be associated with it; this enables support for multiple language services where the Content and the Metadata can be in distinct languages.

Transcripts and text can be associated with the content for close captioning and other applications and the content can be searched via a wide range of parameters.

User generated, or third party generated video can be moderated, with the content being accepted or rejected and the Metadata being edited before being published.

## Playlist Management

A drag and drop interface allows Content to be searched and Playlists to be created and edited. Multiple Playlists can be assigned to a Player. Changing the Content on the system couldn't be easier or quicker. Near time and real time scheduled playlists can also be created.

## Player Management

Players can either be built using the built in WYSIWYG template builder, which can be scripted using CSS, or more complex and integrated Players can be built using the Vidzapper API. Players can be built in any GUI environment, including Flash and PHP. Runtime (stand alone and distributable) versions of the Player can be compiled using Adobe Air.

## **Advertising Management**

VidZapper supports both traditional and video advertising. You can add MPUs or banner ads – or even Google AdSense – to the Player interface and specify how often you want it to refresh. Also, pre-roll and instream video ads are supported either from ads on the system or from third party systems such as DART or Atlas through tags and URLs.

## **Statistics**

Detailed statistics are available for every Client account.

# Detailed Specification

## General

- Fully featured video content management and playout system for managing all of your internet TV and web video needs
- Low cost of usage, no infrastructure costs
- Aggregated bandwidth purchasing lowers costs
- Combine professional video with user generated and videos from third party services such as YouTube, Veoh and Metacafe
- Select your CDN or cloud service
- Local or remote encoding solutions
- Intuitive Flash based management console
- Comprehensive API for customisation

## Player Features

- Full screen video playback
- Full support for Windows Media (WMV), Flash Video (FLV) and HD Video (MOV/MP4)
- Video controls
- Banner and MPU spaces with refresh capabilities
- Multiple Playlists support
- Search for Content
- Send to friend and embed functions
- Upload Content wizard for UGC
- Registration and password prompt
- Totally customizable via API using AS, PHP, C#, etc..

## User Management

- Full control of User details
- User registration and tracking
- Create roles and workflow models for managing Channels
- Assign User permissions
- Search, add, edit and delete users
- Player based user registration form

## Channel Management

- Create single or multiple Channels
- Assign Players, Playlists, Categories and Content to a Channel

## Content Management

- Combine professional, user generated and third party video
- Supports multiple metadata streams for language and version control

- Fully Media RSS compatible
- Moderate user generated content; send feedback to contributor
- Live event support
- Integrate to traditional content management systems

### **Player Management**

- Use in-built 'what you see is what you get' (WYSIWYG) tool to create basic Player
- Use skins, templates and API to build sophisticated Players and to integrate the service with web pages
- Build embedded Players
- Integrate with third party services such as Twitter, Digg and Facebook via API ([example](#))
- Multilingual support ([example](#))

### **Playlist Management**

- Use detailed search and drag-and-drop to easily create Playlists
- Add multiple Playlists into a schedule
- Auto rollover of Playlist content
- Schedule advertising breaks in the Playlist
- Expire Playlists

### **Category Management**

- Detailed multi-category management and indexing of content
- Create multiple categorisation of content, eg subject, date and location
- Multiple levels of categorisation allows for granular indexing

### **Distribution Management**

- Export playlists
- Make embedded players available
- Deep linking into host web pages

### **Advertising Management**

- Manage and schedule pre-roll and instream advertising
- Place and manage Google Adwords, banners and MPUs on Players; ads auto refresh
- Integrates and supports all leading third party tag based advertising systems, eg DART, Atlas

For further information please contact [info@tveverywhere.co.uk](mailto:info@tveverywhere.co.uk), call Iolo Jones on 0781 682 0745 or visit [www.vidzapper.com](http://www.vidzapper.com).