Samim Media Solutions is Suitable for:

Media Companies

Media organizations often use broadcast media monitoring to track their own broadcasts, assess audience reach, and analyze competitors..

Public Relations (PR) Firms

PR agencies use these services to monitor media coverage of their clients and assess the impact of PR campaigns.

Corporations

Large corporations use media monitoring to track news related to their brand, products, or industry trends, as well as to monitor their competitors.

Politicians & Celebrities

Some individuals, especially celebrities and public figures, may use media monitoring to track mentions in the media and assess their public image.

Sports Teams and Leagues

Sports organizations use media monitoring to track coverage of their teams and events, as well as to gauge fan sentiment and media impact.

Government Agencies

Government bodies utilize broadcast media monitoring to stay informed about public sentiment, track news related to their policies, and monitor public officials' media appearances.

Financial Institutions

Banks and investment firms use media monitoring to stay informed about financial news, monitor market sentiment, and assess how news events might impact financial markets.

Advertising Agencies

Advertising agencies use media monitoring to gauge the effectiveness of their advertising campaigns by tracking when and where ads are aired and assessing audience engagement.

And any company that needs to monitor, archive, and process video and audio content on a global scale.

Are you a company or organisation?

If you're looking to streamline your media monitoring & media library workflow, please reach out to our sales team, and we'll provide you with a tailored solution.
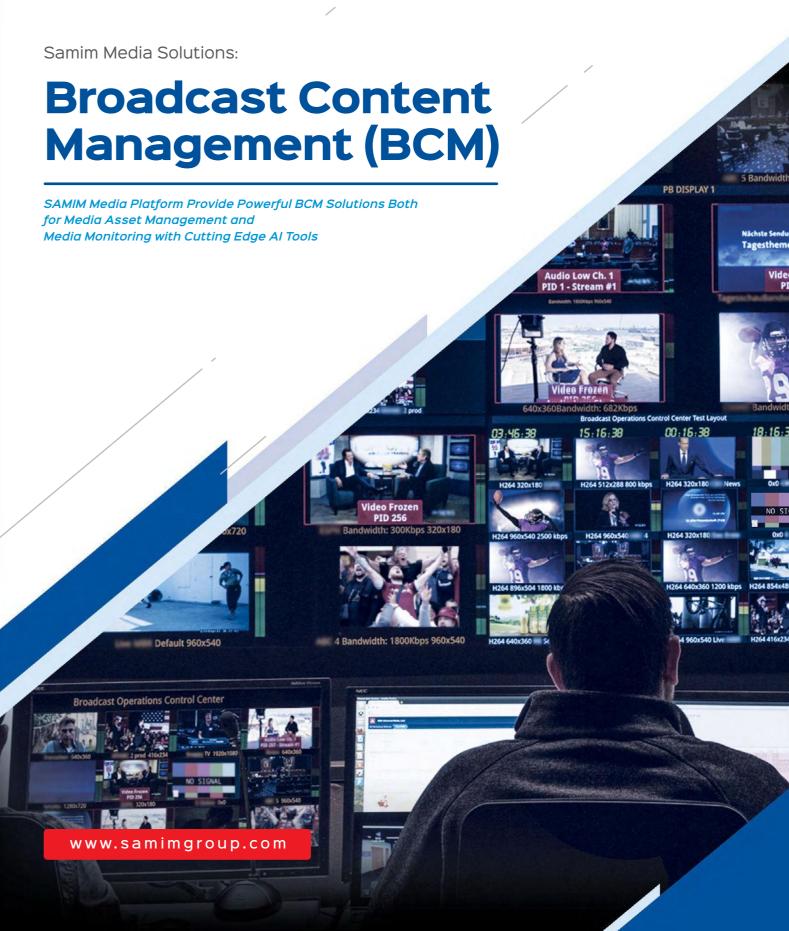
Are you an integrator or reseller?

If you're interested in joining an innovative technology project and distributing or incorporating our solutions, please get in touch with our business development team.

SAMIM
Media & Communication Technologies

Samim Media Solutions:

Broadcast Content Management (BCM)

SAMIM Media Platform Provide Powerful BCM Solutions Both for Media Asset Management and Media Monitoring with Cutting Edge AI Tools

SAMIM

With over two decades of extensive experience in broadcast and media industry, Samim Group has emerged as manufacturer and developer of professional-grade hardware and software solutions that cater to Broadcast Production Infrastructure, Intercom Systems, and Media Business Automation. We remain attuned to the latest technological advancements, ensuring to deliver high-standard solutions and world-class products.

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www.samimgroup.com

Samim Media Solutions:

Broadcast Media Monitoring

Unleash the Potential of Broadcast Media Monitoring with Our Software

SAMIM

Samim Media Solutions:

Broadcast Media Asset Management

Your Intelligent Centralised Video and Audio Library. Securely Store, Find, Retrieve, Classify and Share Your Audiovisual Assets.

SAMIM

Broadcast Media Monitoring

The ultimate media monitoring software for TV, Radio and streaming

SAMIM **B**roadcast **M**edia **M**onitoring solution (**SBMM**) is a robust software tool designed for monitoring mass media broadcasts and youtube channels. If you work in the Public Sector, especially in a press office, using **SBMM** will quickly inform you when important individuals like public officials, government members, or politicians are mentioned on radio or TV. It tells you who mentioned them and in what context, across all monitored TV channels and radio stations.

24/7 Multi-Channel Recording

The system can record many channels at the same time, around the clock, and analyze them all together to find particular details.

Scheduled, Manual or Continuous Recording

You can tailor the recording process to your preferences, setting up schedules, loops, continuous recording, or recording on-demand as needed..

Speech-to-Text AI

The system converts all spoken content from any channel, in any language, into searchable text that you can export, analyze, or reuse.

Advanced Search

When used alongside the Speech to text engine, you can search for particular names, words, or phrases within all the recordings to find every instance where they are mentioned.

The Media Monitoring Process

1 Keyword
The starting point are the keyword the clients wants to monitor, like his name, brand, product, etc.

2 Media
Then the selection of the media to monitor, relevant to the current study has to be made.

3 Time
After that, the timespan for the monitoring has to be defined. Permanent monitoring is also an option.

4 Conclusions
Finally, the client has to receive the conclusions of the monitoring period in a specified format.

Broadcast Media Asset Management

Your intelligent centralised video and audio library.
Securely store,find,retrieve,classify and share your audiovisual assets.

Samim **B**roadcast **M**edia **A**rchive solution (**SBMA**) stands as a Cutting ede Media Asset Management System (MAM) for big and medium companies. In essence, it serves as a centralized hub for video and audio assets, offering secure access control to a variety of users and roles. It's the ideal solution for managing your media content. **SBMA** is capable of storing various digital files, including videos & audio in an intelligent manner, making them easily searchable and retrievable. With **SBMA**, organizations can securely store, organize, categorize, locate, share, and retrieve audiovisual assets, all thanks to the associated metadata information. Searching for your video content becomes as straightforward as searching for a PDF file.Moreover, **SBMA** can seamlessly integrate with existing third-party systems through APIs and provides a range of tools for exporting files to online, near-line, or historical archives.

In-Content Tagging

In-content tagging on Multimedia files manually or with AI tools with frame and millisecond accuracy

Metadata Management

Content identification is achieved through metadata definition and management, facilitating easier classification and advanced search capabilities.

Ingest and Transcoding

Content can be imported into the system either manually or automatically, and a compressed, transcoded version of each content is prepared to expedite workflow.

Schedule Playlist (Conductor)

Creating playlists (Conductor) of desired audio and visual content with various settings and professional features.

Workflow Management

Modeling, implementing, and monitoring of repeatable processes through an internal system compliant with BPMN technology for optimized workflow management.

Advanced Content Search

A precise, fast, and highly advanced search location for the required content through various settings and professional filters.

Ready for Cloud and SAAS

Access to the entire system or specific segments of it in public, private, or hybrid cloud environments to enhance system accessibility.

Archive Management

Professional content archive with the capability for rapid retrieval using a variety of system features and settings for secure content storage and preservation.

Content Auditing

Accelerating and optimizing processes related to quality control, technical review, and content validation of multimedia files for publication.