

# 5 TYPES OF VIDEO LIBRARY (WHICH ONE WORKS FOR YOU?)

There are many ways to store video assets, from keeping files archived on a computer hard disk to using a self-service, scalable media management platform like **Imagen**. Which type of video library are you using? More importantly, is your technology still fit for purpose?

## 1. PHYSICAL FORMATS

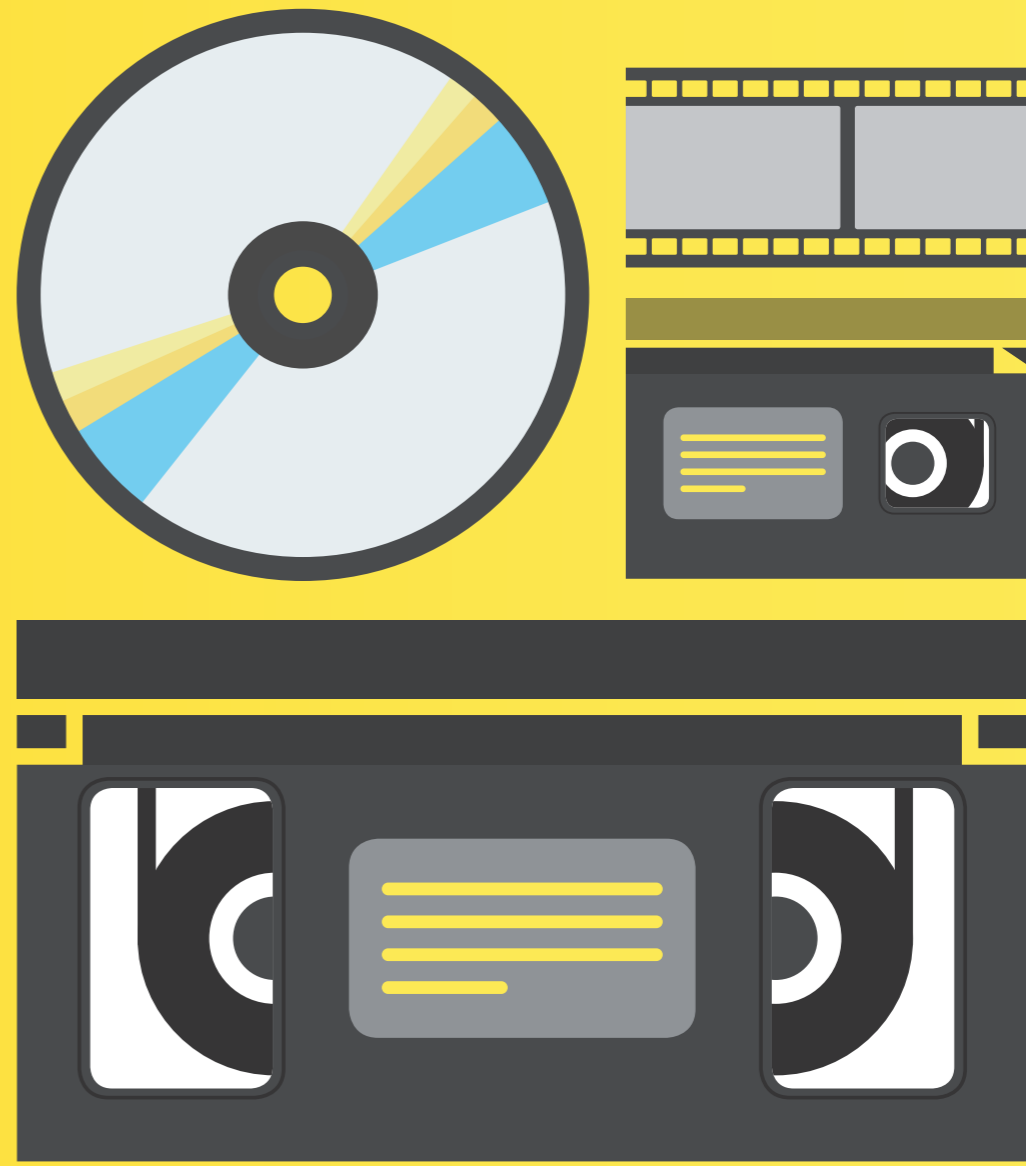
The most basic approach is to have a physical library using videotapes, optical discs and/or hard disk drives.

**PROS**

- Inexpensive and easy to set up

**CONS**

- Different video formats (e.g. VHS, Video 8, LTO, DVC/MiniDV, HDV, DVCAM-L, DVCPRO-M, etc) all require specific systems for playback
- Optical and magnetic media is prone to degradation and data corruption
- Bulky to store, insecure, difficult to catalogue and search



**DITCH THE DVDs**

Imagen can deliver broadcast ready files (up to 120Mbps/sec)



## 2. FILE TRANSFER SYSTEMS

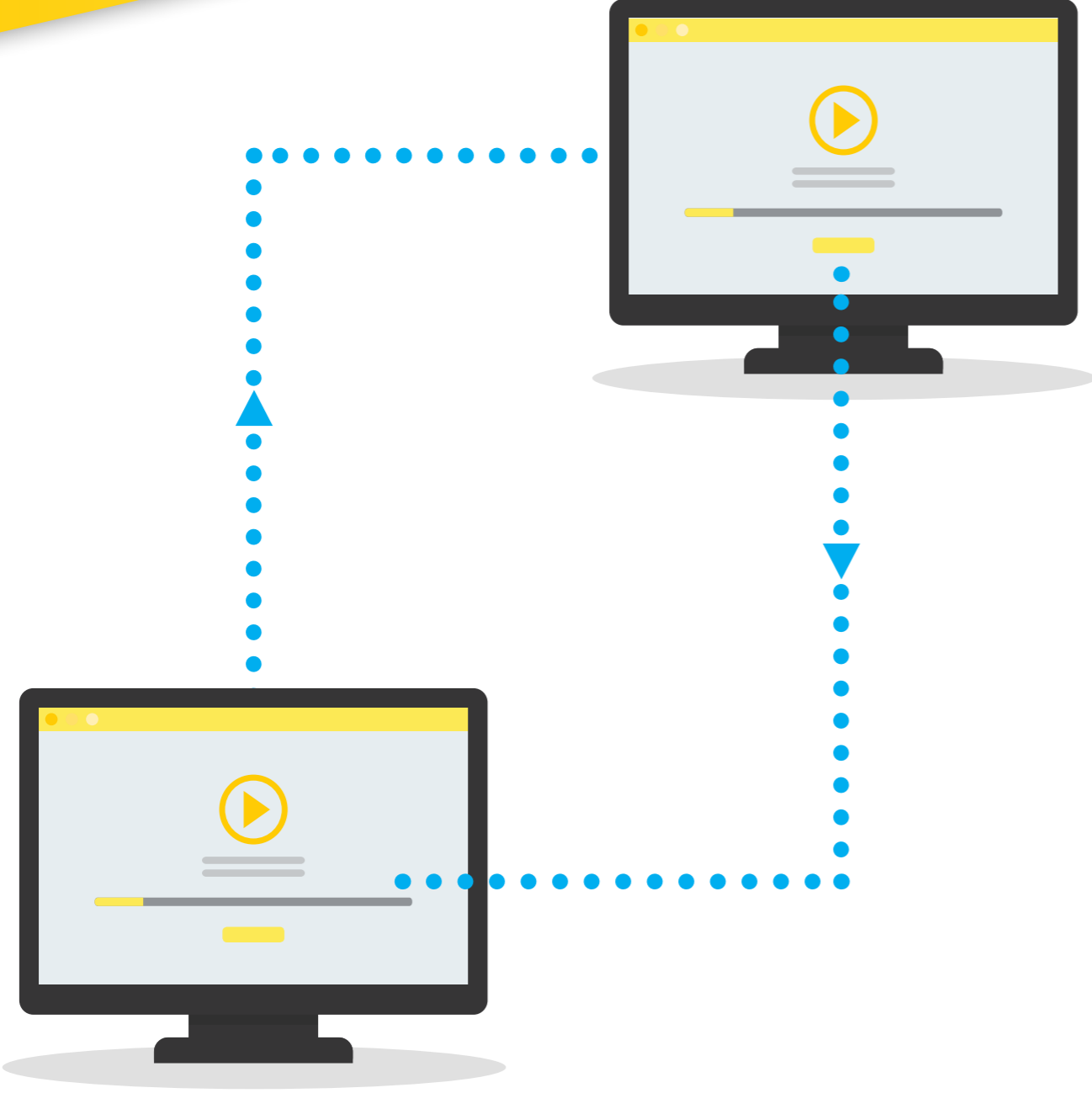
These services are good at delivering content to specific recipients, offering varying levels of access and security.

**PROS**

- Share large video files directly
- Wide range of options including: Microsoft SharePoint and Google Drive, Media Shuttle, ShareFile, Dropbox and WeTransfer

**CONS**

- Not built with video playback in mind
- No in-depth search functionality
- Client gets only what you send them



**AUTOMATE DELIVERY**

Imagen simplifies storage, format conversion and file distribution

## 3. PUBLIC HOSTING SERVICES

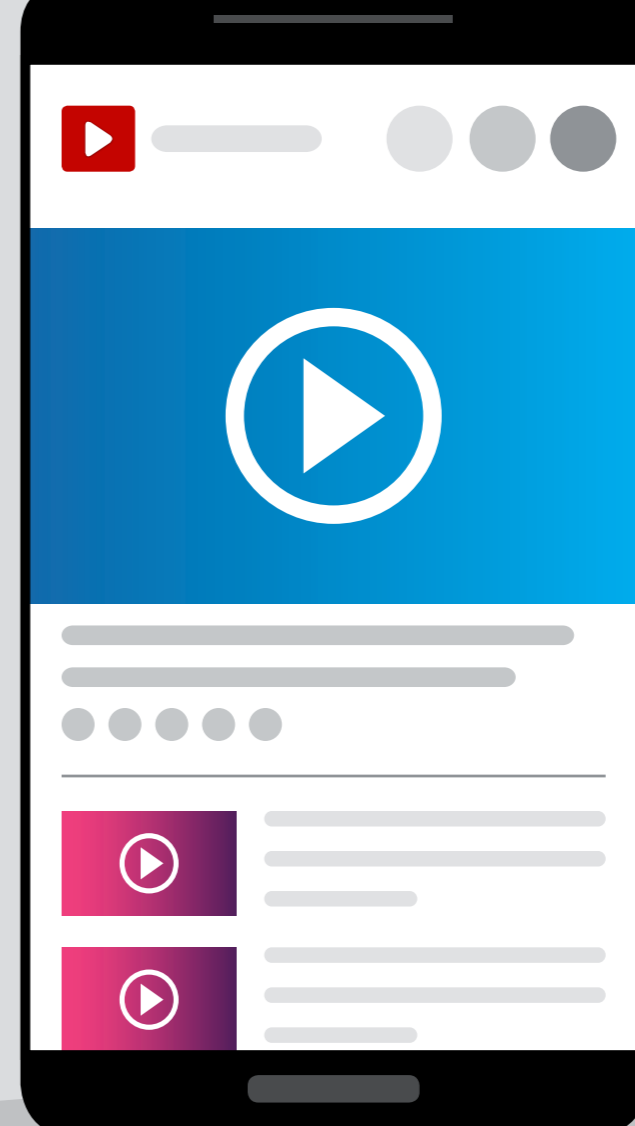
The likes of YouTube, Vimeo, DailyMotion, VideoEgg, Blip.tv all provide a simple and workable way to share video over the internet.

**PROS**

- Free or inexpensive to use
- Widely accessible to users

**CONS**

- Varying levels of security
- Little editing functionality or context-specific searches available
- Video potentially displayed with rival brands and irrelevant material
- Progressive downloads can be tedious to sit through with long-form content



**FIND VIDEO FASTER**

Imagen enables one-touch metadata entry and customisable keyword grids



## 4. DIGITAL ASSET MANAGEMENT (DAM)

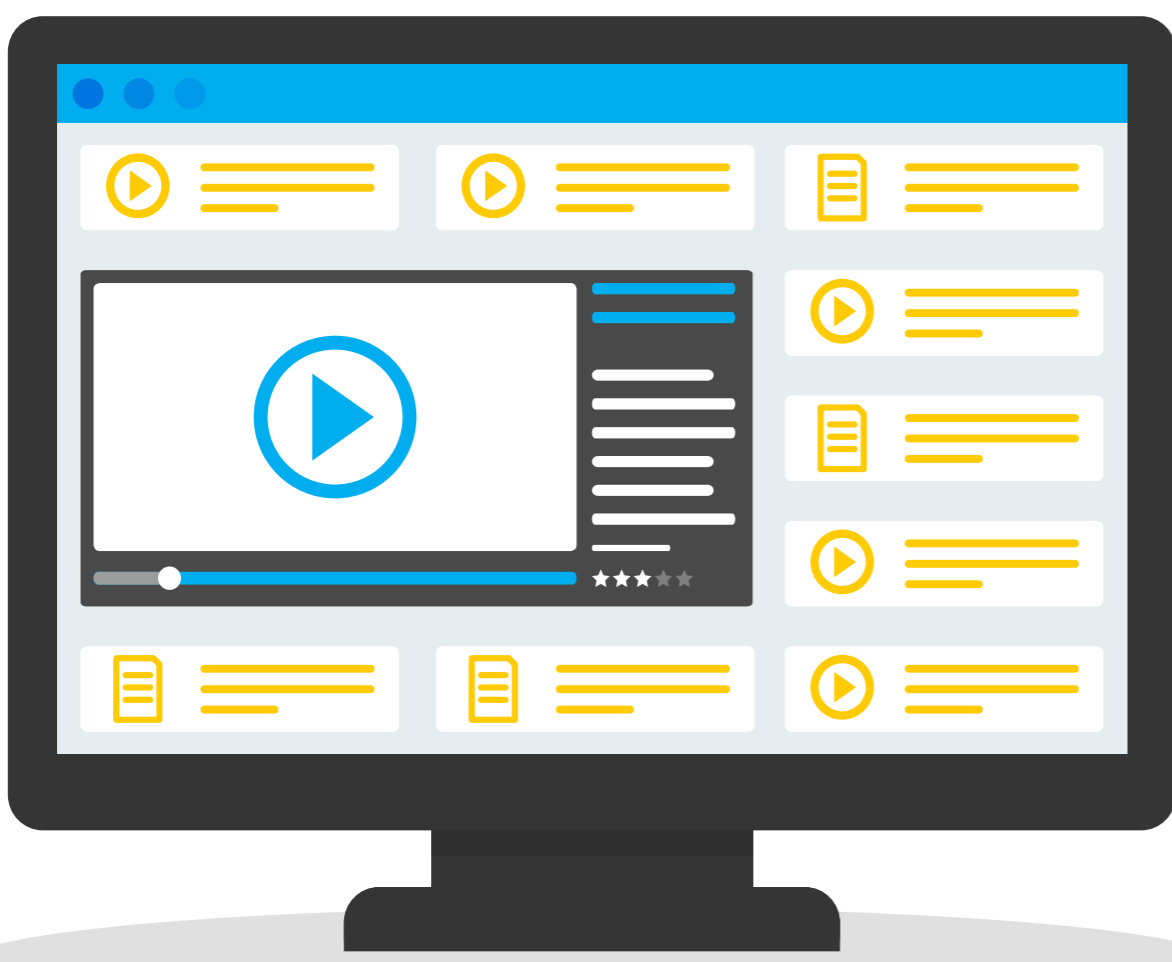
Traditional DAMs are file-agnostic, designed to share and deliver any type of content from Word documents and PDFs to images and presentations.

**PROS**

- A handy 'one size fits all' approach

**CONS**

- Not optimised for high-resolution media, such as video
- Limited functionality for video editing, clipping and licensing



## 5. MEDIA ASSET MANAGEMENT (MAM)

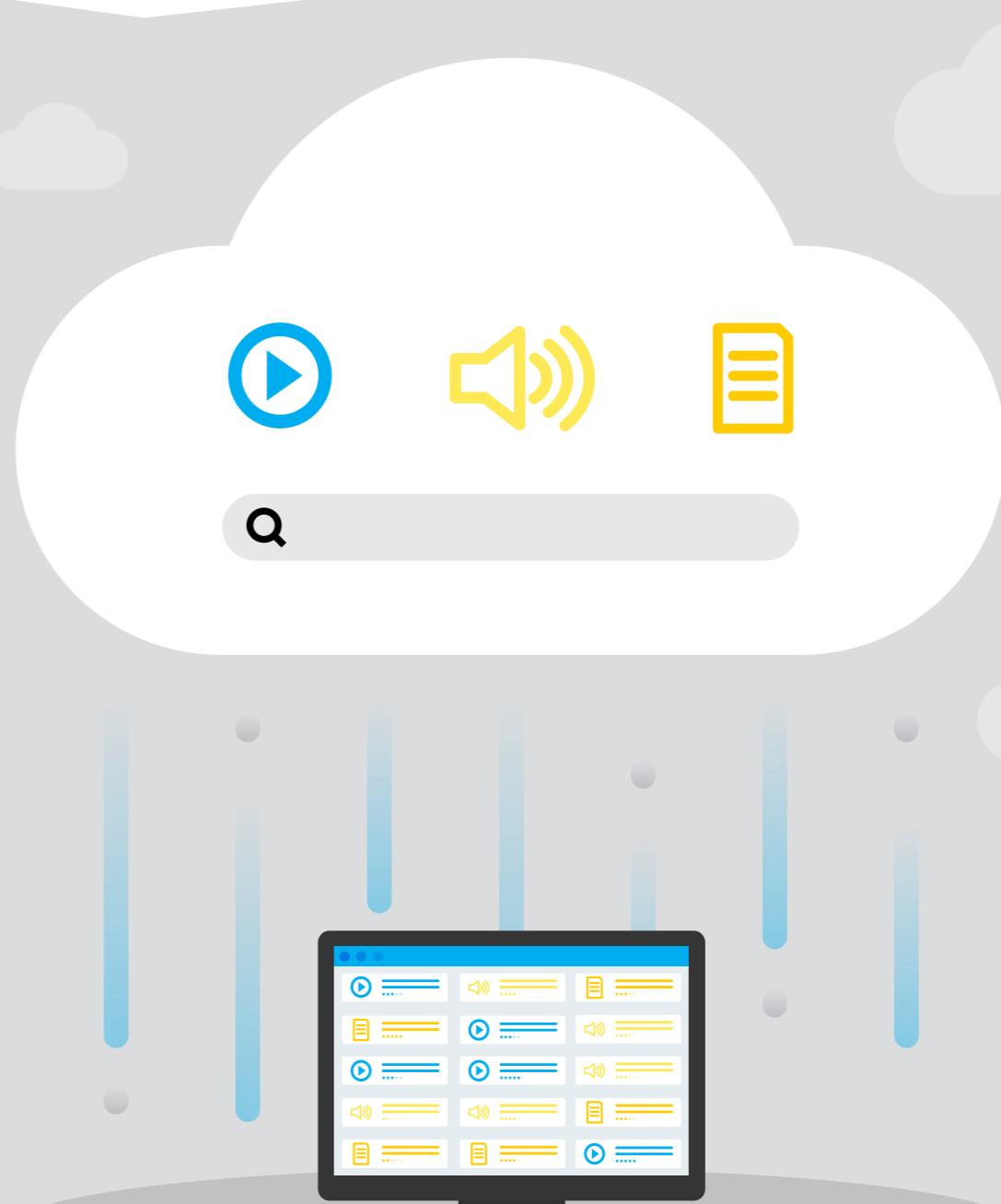
MAMs like **Imagen** can handle large files, so they're ideal for video storage.

**PROS**

- Scalable cloud-based asset control
- Highly secure web-based platform
- Built in media playback and editing
- Advanced search and discovery tools
- World-class media playback

**CONS**

- Won't get the best out of a MAM without solid metadata practices



## DISCOVER IMAGEN

Imagen helps your business communicate and work more effectively through video.

Take control of your media by making content more searchable, and providing an elegant and intuitive web portal for internal and external access. Watch the video at [imaginevp.com](http://imaginevp.com).



## GET IN TOUCH

To discuss your video management and distribution challenges, please contact us and one of our specialists will be in touch.

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