

# COMMUNICATION BECOMES INSIGHT.

Organizations create valuable knowledge with considerable effort - in press conferences, council meetings, committees, expert talks, networking events or training sessions.

## THE PROBLEM

Organizations invest in creating and distributing information and hope for reach. Only few invest in long-term usability.

Content is recorded and published, but remains hard to access and is rarely used systematically.

## THE LOST VALUE

- Who said what?
- Which topics were actually discussed?
- Where is the supporting evidence?
- Who is linked to what?
- How do topics and positions develop?
- Which trends are emerging?

## REACH IS NOT THE PROBLEM, ACCESSIBILITY IS THE PROBLEM.

### People search for answers - not videos.

Citizens do not want to watch a three-hour council meeting. Conference participants do not want to search through numerous talks.

Platforms like YouTube can create reach. But reach alone does not make knowledge accessible, searchable or usable for analysis.

## CLASSIC VIDEO PLATFORMS

Publish, distribute and archive content. Users find it via titles, descriptions, playlists or channels.

## VIAVIDEO

Analyzes content and connects people, organizations, topics and statements into a long-term usable knowledge base.

## VIDEO INTELLIGENCE PLATFORM

VIAVIDEO turns recorded communication into a long-term usable knowledge base - while also providing the technical platform to publish, manage and make content interactive under your own brand.

### EVENT MANAGEMENT

Events, speakers, programs, stages and livestreams.

### DIGITAL ASSET MANAGEMENT

Videos, audio files, documents, transcripts and subtitles.

### RELATIONSHIP MANAGEMENT

People, organizations, communities and contributors.

### KNOWLEDGE INTELLIGENCE

Topics, statements, developments, trends and insights.

### MUNICIPALITIES

Which positions were represented? How did topics develop? Which decisions were made?

### PROFESSIONAL CONFERENCES

Which topics shape the community? Which experts work on which topics? Which trends are emerging?

### PRESS CONFERENCES

Which topics dominate communication? Which statements repeat? What changes over time?

### ASSOCIATIONS & NETWORKS

Which expertise exists in the community? Which companies, people and topics belong together?

## RECORDINGS BECOME A KNOWLEDGE BASE

VIAVIDEO connects people, organizations, topics, statements, events and time.

COMMUNICATION



INFORMATION



KNOWLEDGE



INSIGHT

## WITH EVERY PIECE OF CONTENT, VALUE GROWS.

The greatest value does not come from a single video, but from the continuous collection and connection of information. Over time, a knowledge base emerges that makes relationships visible, provides insights and documents statements in a traceable way.

### MADE FOR ORGANIZATIONS

#### OWN PLATFORM

Own domain, own brand, own interfaces.

#### CUSTOMIZABLE

Workflows, roles and processes can be adapted.

#### QUALIFICATION

Learning paths, tests, certificates and credentials.

#### DATA PROTECTION

Developed and operated in Germany.