CLIPSOCIAL ™
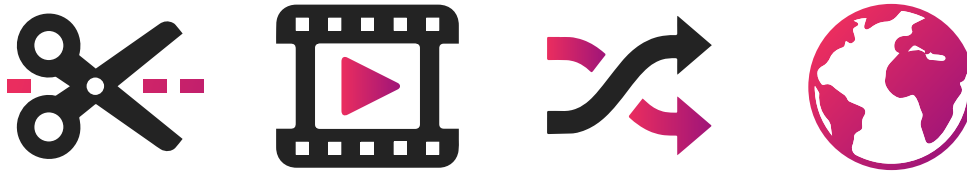
LIVE STREAM SOCIAL CLIPPING

About

ClipSocial captures virtually any live video stream as well as satellite and fiber video feeds of your event. Our live editors clip your most important, viral-ready moments as they happen, exporting them for your social team to post in near-real time.

Combined with the right social amplification strategy, that near-instant time to market can radically expand your content's reach and viral viewership across your networks, and allow you to retain all its earned social value. During the early minutes of a program or the morning session of an all-day event, live social clip promotion can also drive substantial additional viewership to your broadcast or live stream.

ClipSocial's integration with professional, non-linear edit systems allows our remote editors to produce frame-accurate, branded, nicely finished clips, moments after their live occurrence. For most events, our high-speed, professional workflow can also deliver a full collection of event highlight clips within minutes of the end of the live program. ClipSocial represents the leading edge of open system, rapidly deployable, near-real time live event clipping.

Capture

ClipSocial is a full-feature live clipping service that captures your live event content as it is transmitted, instantly importing it into our remote editor's timeline. CS live capture can be as simple as routing your existing live IP stream into our cloud servers. If needed we can also connect and convert your live satellite or fiber feed as well as supply cameras, encoders and technicians to capture your live event in the field.
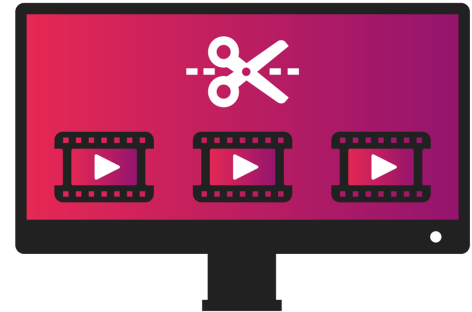
We can quickly set-up CS capture, clipping & sharing services for a single event, or establish a scheduled, multi-event subscription that ingests, clips and archives a series of high-profile events. The same system used for real-time capture, clipping & export of your event highlights to social media can also be used to clip and export full-length speeches or show segments for rapid posting, including multi-camera 'isos' to create a cleaned-up, full edited program.

Your team can also deliver logos, titles, bugs or any other graphic elements in advance to your dedicated event filespace, for our editors to use in finishing fully branded clips to enhance your social amplification.

CLIPSOCIAL™

Create

ClipSocial editors collaborate with your communications, marketing and social media teams to prepare and select the most valuable moments of your live event, as it's happening. They work remotely, exporting a continuous flow of clips for your review & approval. Format and finishing spec's will be set in advance and your social team can post directly from your dedicated CS cloud filespace, eliminating the need to download & re-upload your clips.

In addition to frame-accurate fade-ins & custom branding, our editors can export multiple aspect ratios of the same clip, including panned & cropped vertical frames for platforms like Instagram. Once captured in ClipSocial, your live content can be re-clipped and re-packaged in as many versions as your social and marketing channels require.

To expand your clips' accessibility, our optional captioning service provides quick, professional, edited .srt caption files, for your social team to upload in tandem with each video clip.
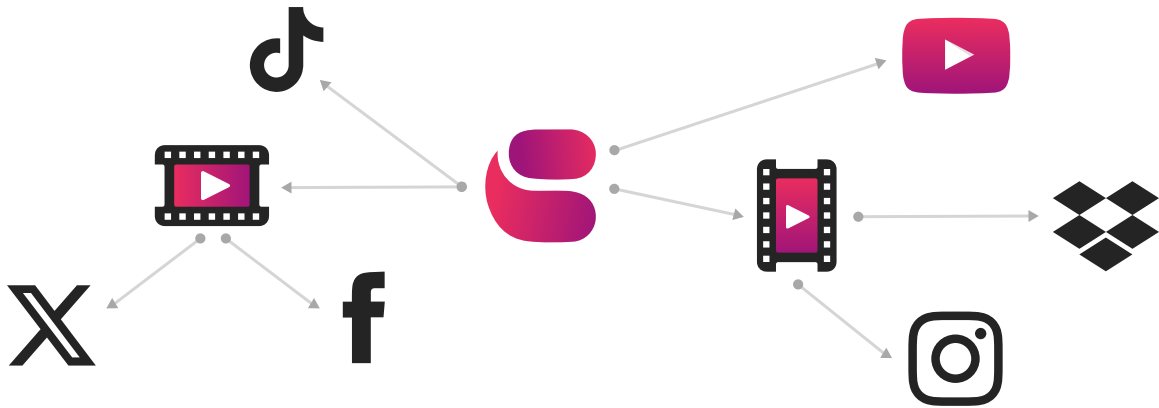
Share

ClipSocial's core purpose is the rapid social distribution of live event clips. CS allows you to own the viral moment as well as the audience that's built from your most timely & popular live event highlights. With the right creative prep, you can share key live moments within seconds of when they occur, extracting the greatest viral value while they are still trending on social media.

Your ClipSocial account gives you access to a dedicated, high-performance cloud filespace that serves as an attached external drive on your social team's computers. Multiple team members can access exported CS clips simultaneously, posting directly from that private server, substantially reducing clip distribution time.

Approved clips can also be delivered to your preferred cloud storage, FTP or private remote server locations. In our multi-event subscription workflows, this clip delivery can be automated for rapid distribution of content to your web team as well as outside media channels. Your content can also be archived on our affordable ClipSocial S3 servers, for highly-reliable, longer-term use.

CLIPSOCIAL™

Get More Information

ClipSocial is a sophisticated enterprise-level professional service. It's near-real time social clipping capability provides extraordinary ROI at a very competitive cost. As obvious as the value of CS may be, its implementation is unique to each client and event.

To learn how ClipSocial works and how to leverage it to maximize the reach and amplification of your events, please contact our sales team to schedule a live demo at your earliest convenience.

Please send inquiries to info@clipsocial.com.

CLIPSOCIAL™