

FOR IMMEDIATE RELEASE

ProConsultant Informatique announces the integration of its Business Management Solution (BMS) LOUISE TM with the Adways Video Interactive Technology

Jouy-Aux-Arches, France – April, 2017 – The BMS LOUISE is definitely winning momentum on the market as the Media Content Providers' enterprise backbone. Designed as a true Information System, the solution is enabling for the implementation and optimization of the Media Business processes, establishing seamless workflows from the content acquisition and rights management up to the content distribution, whether in linear or digital environment.

ProConsultant Informatique (PCI), provider of the BMS LOUISE, is always looking for innovative technologies, which enhance their solutions, in order to help Media Groups to develop their activities and revenues. This approach that PCI has been applying for 20 years is fundamental, as video consumption patterns have evolved dramatically in recent years. Although, all the surveys and analyses clearly show a strong increase in digital video activity everywhere on the planet. Moreover, the Content Delivery Network (CDN) and the Internet network are more and more fast and robust, and thus promote and strengthen this evolution of the market.

In this context, PCI's vision is that, as the number of reachable video will continually increase in the coming years, the viewers will be more attentive to the added value of a video. So, in addition of the quality of the primary content, a video which has been enriched with complementary contents, will be more attractive for viewers.

An enrichment of a video could be for instance a documentary included additional and contextual information. This information is accessible by the viewer at specific time of the video, and could also be related to a part of the picture. For example, if the Statue of Liberty is visible in the background during a part of the documentary, then the viewer may access to additional information related to the history of the Statue of Liberty.

The video's enrichment offers also a new and additional way to advertise, which is more contextual and more engaging for the viewer. This new kind of advertising is even more interesting that more and more people are using ad-blockers to avoid the standard digital ads.

Thus, this enrichment allows to valorize differently the content, and consequently offers a new source of revenue for Media Groups.

Based on this vision, PCI has built a partnership with the Adways company which proposed a technology to enrich video, in order to easily integrate this technology into the BMS LOUISE. This integration has been facilitated, as the BMS Louise has been designed in an adequate way, and thanks to the long experience of PCI to integrate other business systems linked to this environment.

Adways has developed the most innovative cloud-based platform to create HTML5 interactive videos. It allows to add interactive elements in video.

With Adways interactive video technology, seamlessly integrated into the BMS LOUISE, the resulting enriched video allows the following interaction for the viewer: showing additional information, acting within the video with a simple touch or click or even altering the storytelling of a video depending on the choices and actions of the user. Mass media video becomes personalized video! Interactive video open a real dialogue between the brand and the consumer.

Moreover, the disruptive advertising formats proposed by Adways and ProConsultant Informatique allow to reconcile the consumer with advertising: less intrusive, better targeted and contextual ads using state of the art semantic algorithms.

This powerful new feature integrated in the BMS LOUISE, offers a great opportunity for content providers to valorize their video content in a highly competitive environment. Thanks to this integration in the BMS LOUISE, the operational cost to enrich video is very low, and could as well be a new source of revenue for the contents providers.

« PCI? is a serious and reliable partner in the media world, with a huge footprint in this market. This is why, we are delighted of this partnership through the integration of our innovative Adways technology in their flagship solution LOUISE. We are convinced that the solution we have developed together will be highly appreciated by the media market. » commented Jacques CAZIN, CEO of Adways.

« During a long time, we have sold LOUISE as a legacy system, but for many years now, LOUISE has been evolved into a solution allowing the automatization of the business operations processes, and thus bring a better productivity to our clients. Our vision is more than only provide tools to our clients, our vision is to provide powerful features which allows to streamline the processes, and to widen the range of revenue possibilities! The integration of the Adways technology into LOUISE is in complete adequacy with our vision of our role to accompany our clients in this constantly evolving market. » commented Hervé OBED, CEO of PCI.

With already more than thirty partners, PCI therefore extends the availability of its ecosystem to its customers and the market. LOUISE perfectly integrates many solutions or market technologies through business API's, and this ecosystem continues to grow for the benefit of content providers.

The new Module will be showcased at NAB 2017. PCI will assure the Adways Technologies integration within the LOUISE BMS.



About ProConsultant Informatique

ProConsultant Informatique, based in Jouy-aux-Arches, France, develops state-of-the-art management software for media organizations. The company's flagship business management software LOUISE and its advertising sales solution CINDY are enterprise offerings that streamline workflow processes with maximum control and access to information and metadata for management, data exchange, analysis, and reporting. With over 20 years of experience and a proven track record in nearly 300 television and multimedia organizations worldwide, ProConsultant Informatique exemplifies excellence in innovation and performance.

For more information, please visit www.proconsultant.net

About Adways

Adways has developed the most innovative and easy-to-use cloud-based platform to create HTML5 interactive videos used by more than 250 clients worldwide. Adways' mission is to reconcile the viewer with digital advertising by offering a true targeted experience, using permission marketing codes. By proposing but not imposing an innovative enriched and personalized information or ad, Adways drastically increase both video engagement and monetization.

Interactive videos open a real dialogue between the brand and his product.

The Adways technology is used in numerous fields such as editorial contents, digital marketing, e-learning and advertising and can be read on any device.

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