



mediagenix

Your content lifecycle. Lean. Smart.

Mediagenix solutions for
audience engagement and
content lifetime value



The digitalized media landscape is booming with new opportunities...

... diverse distribution platforms, personalized experiences, & innovative monetization models. But with this abundance comes a challenge: managing your content in an ever-smarter way to:

- keep your audience engaged
- ensure a solid return on investment
- stay ahead of changes



Today's challenge: Scattered information, fragmented workflows

At Mediagenix, we understand the struggle with disconnected tools, outdated workflows, and the need for centralized data. These factors make it hard, if possible, to unlock the content's full potential.

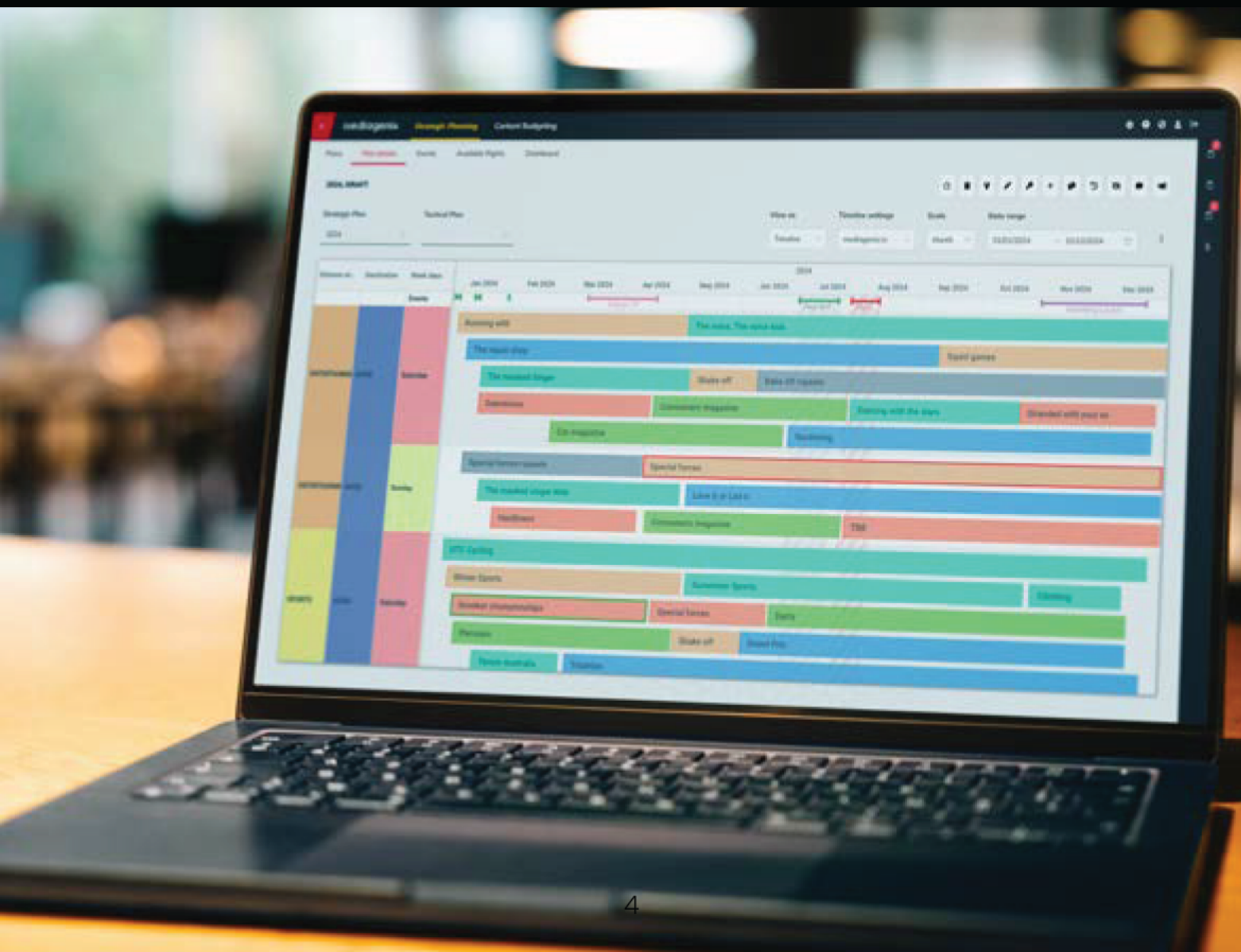




The Mediagenix solutions: Unleashing the full potential of your content

We offer three distinct solutions to profitably connect the right content with the right audience. They are SaaS suites that naturally follow the content lifecycle, from strategy and content value management to scheduling.

Each suite offers sets of capabilities you can select to optimize a crucial stage of your content lifecycle. They complement each other like building blocks.





Content Strategy

- Proactively manage your content ROI; let extensive content and audience intelligence drive your strategy, ideation, budgeting, and forecasting.
- Foster seamless collaboration between business and creative teams.
- Effortlessly translate strategies into operational plans.



Content Value Management

- Maximize content value with a centralized view of titles across your media enterprise.
- Streamline workflows with content-centric applications designed for diverse teams and tasks.
- Integrate with production companies to seamlessly feed your content supply chain.



Content Scheduling

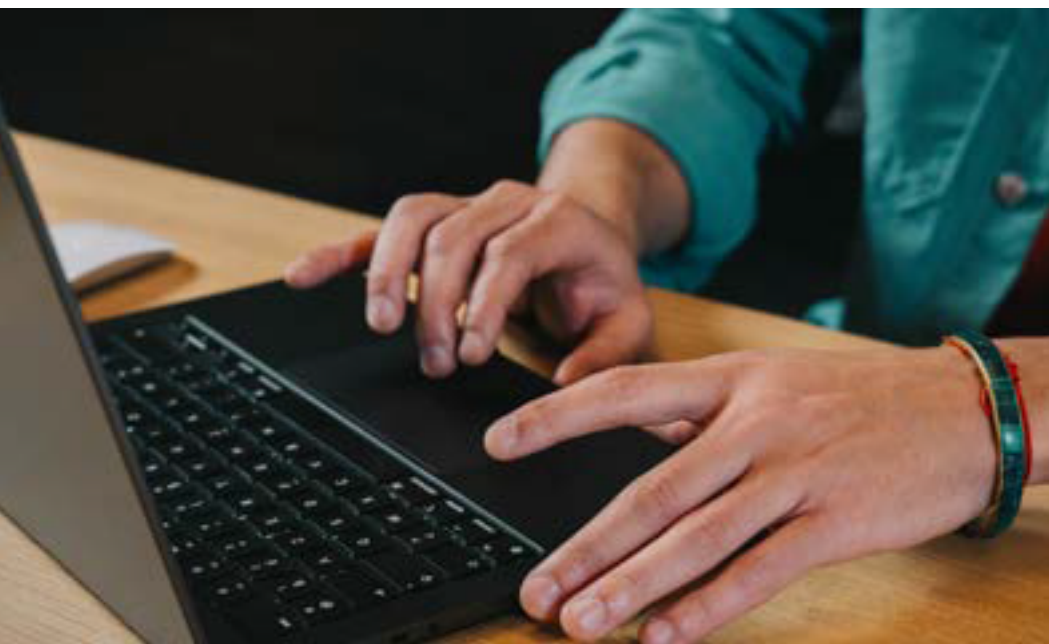
- Effortlessly schedule content across on-demand, FAST, linear, and social channels.
- Automate scheduling with touchless operations and manage by exception.
- Gain insights with integrated reporting across all distribution channels.

While each SaaS suite can operate independently, they are also pre-integrated with the Mediagenix Media Business Platform to boost workflow efficiency and create a unified data foundation.



With the Mediagenix Media Business Platform, you will never be stuck in the slow lane.

- Open architecture
- Easy and seamless integration with the ecosystem
- Easy scalability without significant impact on operations
- One source of truth
- Content and audience intelligence (BI and AI)
- Data-driven decision-making
- Seamless collaboration across and beyond the company boundaries
- Best-practice workflows
- Smart automation



Stay ahead
of changes
with business
agility

Let's meet

With our strong history of content-centric operations and smart multiplatform scheduling, Mediagenix is your natural partner to make your content lifecycle lean and smart. For more information or a meeting with demo, do not hesitate to contact us



About Mediagenix

Mediagenix is a global leader in media business management solutions and the natural partner for the most diverse media companies seeking to optimize operations, boost content returns, and navigate this fast-paced industry with business agility. We develop smart SaaS solutions to drive audience engagement and content lifetime value.

With a three-pronged approach —content strategy, content value management, and content scheduling—our Media Business Platform places efficient content lifecycle management at the core of the media business, effectively connecting the right content to the right audience profitably.

Mediagenix has its headquarters in Brussels and offices in Bangkok, Denver, London, Madrid, Miami, Singapore, Skopje, and Sydney. The team consists of 350+ experts and represents 30+ nationalities.



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