



**MultiPath extends the Bitcentral news production toolset to allow re-purposing of video content and simplifies the multi-point publishing process with integrated transcoding and metadata processing.**

**bitcentral** <sup>TM</sup>  
efficient media workflows

# multi**path**<sup>TM</sup>

## Video Publishing Solutions for the Workflows and Platforms of Today and Tomorrow.

MultiPath is Bitcentral's newest addition to its integrated suite of products for newsroom production facilities, Core News<sup>TM</sup>. Designed as an Oasis Media Asset Management extension module, the MultiPath digital distribution system integrates with Bitcentral's full suite of news production tools to grow beyond traditional broadcasting platforms.

Production teams can now control and securely distribute content from anywhere at any time with the highest efficiency and rock-solid reliability. The "produce once, publish many" approach promotes efficient workflows that maximize the value of media across multiple platforms, targeting and delivering across website, apps, social media and syndication simultaneously.

Delivering video across multiple platforms is brought together in one module that provides a full view of the complete media publishing process. Once a publishing event has been created, a structured and intuitive interface guides the user in selecting and managing multiple publishing events, targeting OVP's, CMS and social media accounts.

# “PRODUCE ONCE, PUBLISH MANY”



**oasis™**

MAM

Once produced and available in Oasis, select and push to MultiPath



**multipath™**

DISTRIBUTION

Choose your channels and publish



DELIVER

Publish once to many

## Enhanced Video Player

- Supports closed captioning across all publishing points.
- Attaches external timed text files.
- Takes user selected thumbnail images directly from the video or external uploaded poster image.

## Authorization System

- Supports full user publishing authorization with audit trail tracking.
- Offers automatic scheduling or manual settings with start and end dates.
- Contains the ability to delete social media posts.

## Integrated Authoring Pane

- Populates automatically based on distribution output selections.
- Consolidates views of the content across all select platforms.
- Logs every modification made by date and person.

## Unified Publishing Output Panel

- Manages multiple social media accounts to support station, programs and individual journalists.
- Achieves extensibility through modular publishing profiles for custom integration.
- Tracks publishing process from scheduled distribution to preset expiration or manual delete.
- Provides individual status updates.

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