

Site Design, Development, Construction Tools

- A simple, self-serve process allows you to create a video channel and associated web site.
- Designate one or more administrator accounts to control the channel site
- Customize the web address with your own custom domain name
- Design tools allow you to customize the look and feel of your web site
- Upload graphics for site-wide header and footer, or edit custom HTML
- Choose colors and borders using our graphical interface, or with custom CSS code and adjust page width.
- Upload custom graphics files and place them on your pages.
- Use design elements from our gallery of pre-made navigation buttons, color themes, background textures, and elements.
- If you already have a web site, copy and paste your existing HTML header and footer and the CSS style sheet in order to make your channel pages match that look.
- Use uploaded images customize video thumbnails or choose from several thumbnail auto-generated grabbed automatically
- Place a custom watermark on videos or logo on player
- Drag-and-drop layout tool for home page and for unlimited custom pages.
- ▼ Layout tools include drop-in components for many interface elements such as:
 - Thumbnail grids (with over 150 adjustable combinations)
 - Text Boxes
 - In-page video players
 - Featured playlists
 - Translator module
 - Webcam video uploader
 - Blog components
 - Forum components
 - Popular tags
 - Active users
 - Search Bar
- ▼ Layout tool includes drop-in components for third-party services, including:
 - Flickr images
 - Twitter streams and aggregated search
 - UserPlane chat rooms
 - Livestream live video
 - AddThis social bookmarking
 - Any offsite RSS feed
 - PayPal Donate

Video and Photo Management

- Content management system specifically built for Internet video supports both locally hosted videos uploaded to this channel as well as third-party videos syndicated from other web sites
- Site-wide "stop words" option allows administrator to blacklist videos containing specific terms
- Automatic Video Discovery runs your preferred searches on a schedule ranging from every week to hourly
- User can paste in embed codes offered by many video hosting services to add them to the video content management system
- User can upload video directly to the site via computer or mobile device
- A browser "bookmarklet" is available that simplifies submitting a video found on another site to your channel with a single click
- Channel administrator can provision users permissions (how users are allowed to submit videos through the meta-search and upload features)
- Peer review capability allows user-submitted videos to be held in a "to be reviewed" area
- Editorial approval feature allows user-submitted videos to be held in a "waiting for approval" area until they are reviewed
- Email notification option informs channel editors when incoming videos are waiting for review
- Search capability allows filtering videos by full-text search, as well as by submitter, tags, user ratings, date posted, and other search criteria

▼ Photos

- Users can submit photos directly to the site using 'upload a photo' feature
- Display photos in a gallery module that automatically rotates pictures and features primary photo in a large display window
- Organize photos using wide range of Playlist formats
- Display photos using Thumbnail Mosaic Module
- Display single photos throughout site using a custom graphics module
- Display photos in an embedded widget that also facilitates photo upload

Video Technology

- Video upload capability accepts Quicktime, Windows Media, and virtually all formats
- Uploaded videos are converted to the industry-leading H.264 codec using a cloud based encoding and transcoding solution
- Webcam recorder allows live capture from common cameras either built in to a computer or attached via USB or Firewire.
- Video files are stored on and served through our content delivery network, using Amazon S3 servers in multiple locations.

▼ Widgets

- Create embeddable widgets that can be pasted into your existing web site to show up-to-date information from your channel
- Scrolling thumbnail widgets show the latest videos or the contents of any playlist.
- Player widgets display video with associated metadata and user interaction features

▼ Single View Player (SVP)

- Embed a single video in a branded player
- Customize or remove tool bar fields, such as rating, info and share features
- Include targeted banner advertising and pre-roll advertising
- Use CSS to create custom "skins"
- Add a custom logo
- Size is completely adjustable

▼ Multi-View Player (MVP)

- Embeddable player featuring a player window side by side with a playlist thumbnail
- Choose playlists from your channel to display
- Offered in a range of sizes
- Includes both horizontal and vertical layouts and the ability to create and use multiple versions simultaneously
- Use CSS to create custom "skins"
- Add a custom logo

▼ Chromeless Embeddable Player

- Create an embeddable player that has no chrome (no wrapper or sharing features)
- Size is completely adjustable

▼ Geo-Tagging

- Allows users to attach a location to the videos they submit
- Google Map shows locations of videos submitted in an easy to use module
- Bulk Tagging allows admins to add location tags to multiple videos simultaneously

Video Discovery & Curation

- Meta-search interface finds videos from multiple video hosting sites
- Currently searches twenty of the most popular video services, with more being added regularly: YouTube, Yahoo Video, Google Video, Revver, Howcast, MTV, Vimeo, Metacafe, Dailymotion, Veoh, AOL Video, ClipSyndicate, Blip.tv, Hulu, College Humor, Redlasso, 5Min, Grab Networks, Expert Village, Viewdo, eHow, ifood

- ▼ Consistent query syntax compensates for differences between search logic of the different sites.
 - ▼ Imported videos includes discovered metadata
 - Titles
 - Descriptions
 - Tags
 - Embed codes
 - Thumbnail images
 - Geo-location
- Central curation interface provides a single page for searching, previewing, and moderation of all videos on the site

Mobile

- Magnify Mobile makes mobile submission of video for channel visitors and administrators easy and seamless.
- Users can submit video directly through most mobile phones with email capability
- ▼ iPhone application
 - Upload videos and photos using the free Magnify iPhone Application
 - Watch videos across the Magnify network on the iPhone
 - Customize elements of the application to fit your site's branding

Video Management Tools

- ▼ Playlists
 - Use playlists to organize videos around specific topics or themes
 - Use the drag-and-drop interface to select videos for playlists and arrange them in the desired order
 - Administrators can build dynamic playlists that are based on search criteria
 - Tag Based and Search Based playlists can update automatically
 - User-Created playlists can be hand curated and published
- ▼ Player Page
 - Choose from six player page templates including Standard, Integrated, Medium, Large, Large Simple and Classic
 - Choice of aspect ratio (automatic, 4:3, or 16:9)
 - Optional page features allow enabling/disabling of features such as comments and ratings
 - Modular options for adding and removing different elements on the page
- ▼ Tagging / Tag Management
 - Use tags to organize videos by keywords or categories
 - ▼ Tag management includes ability to:
 - Build hierarchical categories
 - Show users suggested tags

- Ban certain tags
- Define synonyms

▼ Networks

- Join multiple channels into a network to simplify administration and navigation

User Community

- Administrators can designate specific users as editors, granting them permission to approve, edit, and reject video submissions, without giving them access to other administrator tools like site design and advertising control.

▼ Member Management

▼ Membership Database

- All registered site visitors can be reviewed.

▼ Member Access Controls

- Membership and access to a channel is provisional
- Channels can be Public, Private, or By Invitation Only
- Site access can be withheld pending approval
- Members who do not act appropriately can be banned

▼ Social Networking Tools

▼ Social Networking Features: Allow members to interact with other site members by forming "friend" relationships.

- Friending features can be mutual or 'follower' style friending
- Friending features can be disabled.

- Community Messages: Blog / Customizable post reply option

▼ Email members

- Admin can send out Email Blasts to all registered channel users
- Admin's can email individual members

▼ User Configurable Experience

- User created playlists
- User can create tags

▶ User Profiles

- Site owner can add customizable fields to member profile pages
- Custom Avatars

▼ Sharing Tools

- Social Bookmarking via Ad This and Link Generator
- Email a friend
- Widget builder to allow users to embed widget and create custom widgets and players

▼ Commenting

- Admin can choose to be the moderator or leave commenting open

- ▼ Users can rate videos with a choice of interfaces including:
 - Ratings Sliders
 - Ratings Checkboxes
 - Five Star Rating System

- ▼ Contests (*for Enterprise customers*)
 - Multiple layout and presentation options with a variety of pre-templated modules to choose from
 - Custom contest landing page or channel integration
 - Rules: require participants to agree to your terms of service
 - Capture contest participants name, email address, address, phone number and age.
- ▼ Submission options
 - Option to require contest entries be reviewed by the site administrator
 - When entries are accepted
 - Whether voters can view results during voting period
- ▼ Voting options
 - Decide whether voters have to register
 - How many times users can vote
 - When voting begins and ends
 - Whether voters can view results during voting period

Notification

- Email notifications to users when other users comment on their videos
- ▼ Configurable Email notifications when:
 - Videos have been discovered for review (set numeric threshold)
 - Trouble Reports have been filed
 - New members awaiting registration approval

APIs

- Build sophisticated apps and control the complete user experience
- Allows customers to automatically retrieve information from their Magnify channel and display it on their own web site
- Enables tighter integration between the video functionality provided by Magnify and the other capabilities of a customer's web site
- Includes ability to search video content library, to browse through playlists, to display videos with user comments, and show user profile information
- Standards-based REST-style API provides XML feeds over HTTP, allowing access from almost any software development platform
- Documentation and sample code let developers get started quickly.

Single Sign On

- SSO Cookie API provides a simple way to integrate your Magnify channel with an existing user login system
- Users can sign in at the customer's main site and then be automatically recognized when they visit the video channel
- Lightweight implementation takes advantage of customers' existing authentication mechanisms

Support

- Find answers to questions through a large and active discussion forum
- LiveChat with a member of the Support Team
- Extensive video tutorial library
- Contact Magnify Support directly through email
- A detailed Frequently Asked Questions (FAQ) section and video tutorial catalogue
- Technology platform overview and Developer Center for programmers

Advertising & Statistics

- Site-wide control over preferred ad placements, including at the top or bottom, or in the right-hand margin of every page.
- Option of additional ad unit placements on home page and custom pages.
- Simply enter your Google AdSense account number to enable text and graphic advertisements in minutes
- Enter custom advertising banner tags provided by your advertising network or in-house ad server
- Control 100% of your inventory (buy out ad share)
- Magnify.net support team can assist in integrating your existing advertising solution
- Integrated reporting summarizes daily visits, page view, videos posted, and members joined
- Advanced in video engagement reporting detailing video drop-off rates
- Embed your own third-party statistics tracking codes
- Magnify.net support team can assist in integrating your existing statistics solution
- ▼ Pre Roll Advertising
 - Plays a short video advertisement before in-house and user-generated videos
 - No pre-rolls are shown before third-party videos syndicated from other Internet video sites like YouTube
 - Choose how often these advertisements are shown (every video, every other video, every third video, etc.)
 - Integrates with DoubleClick's DART to obtain pre-roll video ads and synchronized companion ad banners
 - Self-serve option available for customers who are not using DART
 - In addition to video player pages on Magnify channels, pre-roll ads are also integrated with embeddable players -- both the new multi-view player and the traditional single-video player

Advertising & Statistics (continued)

▼ Campaign Manager

- Manage different ad campaigns running simultaneously in different areas of a Magnify channel, and deliver new advertising experiences including co-branding sponsorships and full-page ad unit takeovers.
- Targeting: Each ad campaign defines one or more triggers that cause that campaign to be activated. Campaigns can be triggered by any combination of playlists, specific videos, or by matching against the URL of a specific web request.
- Ad Takeover: If a channel page or embedded player is shown that triggers an ad campaign, the ad campaign can override the site-wide defaults for the ad tags used for banner units and video pre-roll everywhere within that page or player.
- Custom Designs: If a channel page or embedded player is shown that triggers an ad campaign, or a related module is shown on another page, the ad campaign can provide custom clickable logos to be shown, and can provide additional CSS style declarations and JavaScript code, allowing for an enormous range of customizations to the appearance of the page, player, or module.
- Activation: Each ad campaign can be turned on and off at any time. To facilitate development, new and inactive campaigns can be placed into test mode to preview them and ensure it works correctly before it is activated.
- Statistics: Each campaign provides a report of the number of times it was triggered, with a breakdown per day by type (page, player, module), and the number of times people clicked through.