

New Features For Clipstream Survey Market Research Technology

Contributed by Destiny Media Technologies

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Destiny Media Technologies has announced that it will provide an update on some of the products and services being developed around the disruptive Clipstream® secure cross platform video engine. The company is rolling out a new set of security features for its Clipstream® Survey market research solution for Internet videos, images and concepts. A demo of the security pack plug-in, available for both Mac and PC, is available at <http://tinyurl.com/clipstream-survey-sp> (requires download). Clipstream provides content producers the extra assurance that their content will not be easily scraped. According to the company, Clipstream's new enhanced security provides resistance to copying and pasting, printing and blacklists programs that are able to access video or images while the video is playing. Optional dynamic watermarking also can identify viewers. This is combined with the Clipstream core engine's built-in resistance to re-hosting, making Clipstream the most robust secure streaming video solution. Destiny's Manager of Client Relations, Keith Loh, comments "The industry is telling us that drop out rates from competing products are increasing because recipients often don't have the competing player solution plug-in installed, so the cross platform aspect is already very appealing. The addition of security should increase demand as it lets customers know that sensitive content, such as product launches, movie trailer and TV commercial scenes won't show up on the Internet." In addition to the market research offering, the company is addressing market verticals with very different needs by creating a suite of products and services around its disruptive Clipstream® playerless video core engine. Other products include a "drag and drop" cloud upload service and a new advertising solution, still under development. Sample ads, which have been running in the Clipstream® ad format on a wide variety of sites since March are also available. This new video ad format will feature interactivity and will play across a wide variety of devices and screens from a single source format and can be embedded into downloadable mobile apps. The company is also developing a new security pack which doesn't require a helper application for movies and other content that might be available for resale or where restricted viewing is important. The new features in the movie security pack will enable content owners to lock playback to specific authorized recipient devices using proprietary patented technologies developed for the company's Play MPE® service.