

Product Research

sdmay25-05



Project Overview

Project Name: DigiFlip Media Processing System

Objective: Develop a comprehensive media processing system on a local machine.

Key Focus Areas:

- **Frontend Development:** Angular framework, Cypress testing.
- **Backend Development:** Server configuration, database management.
- **Data Management:** Media auto-deletion, relational database.

Project Goals:

- **Secure media handling and efficient processing.**
- **Integration with existing legacy systems.**

Next Steps:

- **Finalize architecture and begin implementation in course 492**

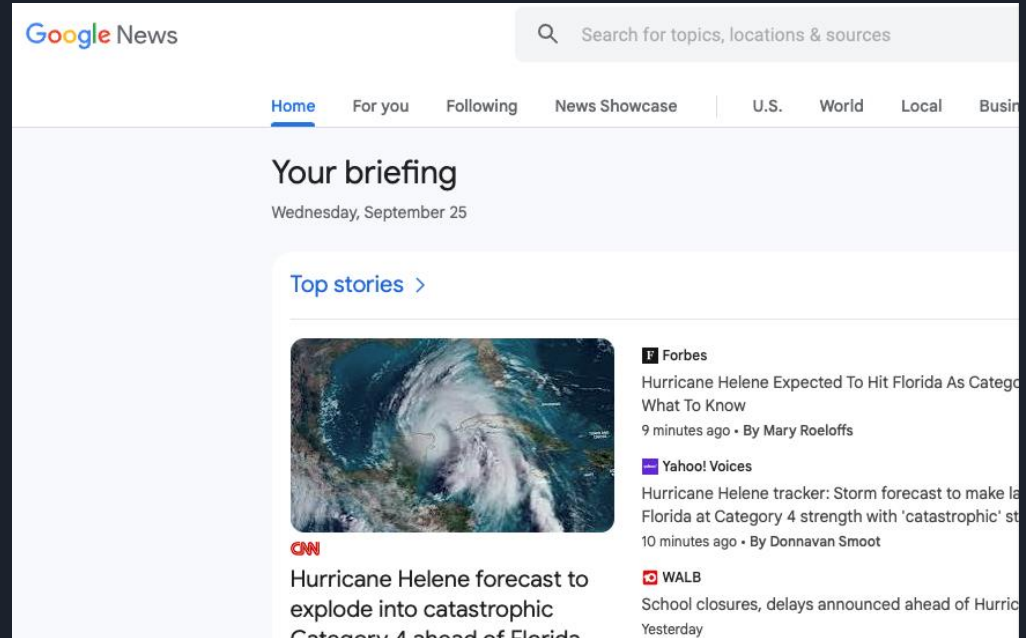


Problem statement

The existing media management system struggles with efficiently handling and processing different types of media like TV, radio, and social media. This results in slow performance and a lack of automation, making it difficult to manage large volumes of data. The DigiFlip project aims to create a more robust and scalable media processing system that can streamline data management, integrate with current infrastructure, and meet project requirements while maintaining compatibility with legacy systems.

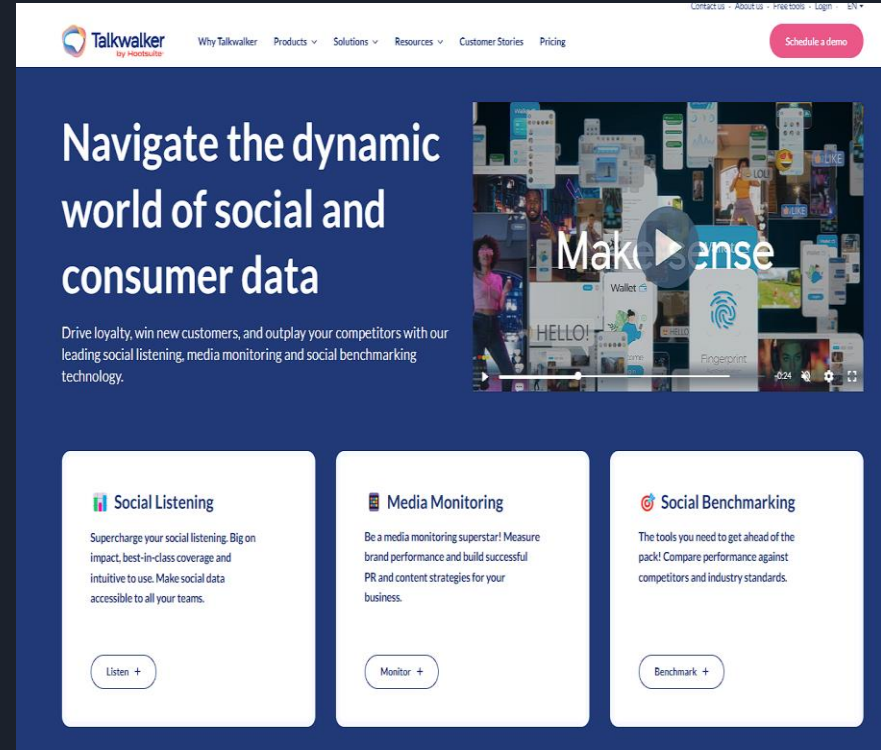
Related Product: Google News

- Pros:
 - Free
 - Covers a broad range of sources
- Cons:
 - Lack of deep analytics media.



Related Product: Talkwalker

Talkwalker is a robust platform for social media monitoring, it also supports online media analytics.



The screenshot shows the Talkwalker website homepage. At the top is a navigation bar with the Talkwalker logo, links for 'Why Talkwalker', 'Products', 'Solutions', 'Resources', 'Customer Stories', and 'Pricing', and a 'Schedule a demo' button. The main hero section features the headline 'Navigate the dynamic world of social and consumer data' and a video player with the text 'Make sense' overlaid. Below the hero section are three white boxes with blue borders, each representing a core service: Social Listening, Media Monitoring, and Social Benchmarking. Each box contains a brief description and a button with a plus sign.

Talkwalker
by moncler

Why Talkwalker Products Solutions Resources Customer Stories Pricing

CONTACT US ABOUT US FREE TRIAL LOGIN

Schedule a demo

Navigate the dynamic world of social and consumer data

Make sense

Drive loyalty, win new customers, and outplay your competitors with our leading social listening, media monitoring and social benchmarking technology.

Social Listening

Supercharge your social listening. Big on impact, best-in-class coverage and intuitive to use. Make social data accessible to all your teams.

Listen +

Media Monitoring

Be a media monitoring superstar! Measure brand performance and build successful PR and content strategies for your business.

Monitor +

Social Benchmarking

The tools you need to get ahead of the pack! Compare performance against competitors and industry standards.

Benchmark +

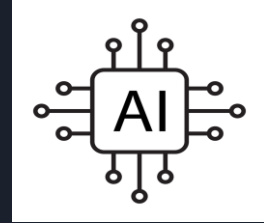


Talkwalker

Pros and cons

Pros:

- AI powered
- Real-time tracking



Cons:

- Less focus on traditional media
- Subscription fee



Related Product: Social searcher

Social searcher is a media search engine

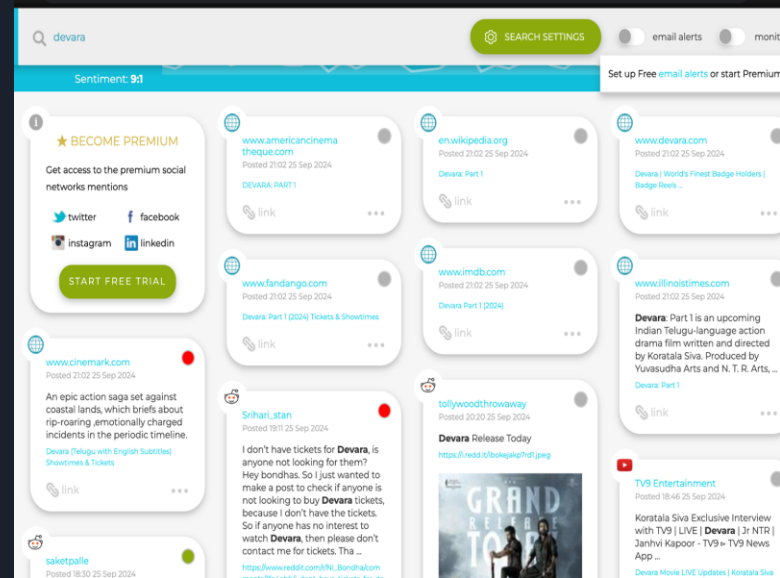
Which allows user to monitor all the social


Mentions all across web.

Analyze and assess you content across

Different platforms with the help of various

Charts and reports.





Social searcher

Pros and cons

Pros:

Monitor all the social activity across search in a single Dashboard

Research on any hot topics, News from different sources

AI integrated tools help you gain insights on your topic of interest.(charts, reports)

Cons:

Could get ambiguous results different sources

Having all the information in one dashboard could be overwhelming



Market Gap

- There is no single platform that covers all media types - traditional (TV, radio, print) and digital - while offering in-depth media analytics.
- Small businesses face a significant barrier in terms of cost for accessing premium media analytics services.
- The market lacks affordable, comprehensive media search engines with advanced analytics.



New ideas from Product Research

- Develop a cost-effective media search engine that integrates traditional and digital media monitoring.
- Implement AI-based sentiment analysis and speech-to-text features for TV and radio.
- Provide a subscription-based model with flexible payment options to attract smaller businesses and individuals.



Conclusions

- DigiFlip integrates both traditional and digital media monitoring, filling gaps in current tools like Google News, Talkwalker, and Social Searcher.
- Adds AI-powered sentiment analysis and speech-to-text for TV and radio, offering advanced features.
- Flexible subscription model makes DigiFlip more affordable for small businesses and individuals.
- Ensures compatibility with legacy systems, allowing seamless integration with existing infrastructure.
- Real-time tracking and analysis provide up-to-date insights across various media channels.
- Scalable architecture supports future growth and adaptation to new media types.