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## **Octopus joins up with iCR**

Octopus Media Technology has combined its content management platform with Amberfin's iCR encoding and repurposing software in an effort to help broadcasters manage and deliver content online. By integrating iCR software, Octopus will be able to digitise and transform new and archived content across IP-based delivery platforms. The partnership will also enable the creation of more efficient file-based digital workflows.