

Publication / Source:	Earth Times
Website:	www.earthtimes.org
Date published:	11 November 2008



Independent Study Reveals 68% of Consumers Prefer the Quality of Video Content Repurposed by AmberFin iCR Over a Leading Competitor

Exclusive research conducted by User Analytics has revealed that AmberFin's iCR software produces superior looking quality video content over that of its nearest competitor. The independent user research was undertaken to analyse viewer responses to video quality on a small (iPod Touch) and large screen (HD) device. Over two thirds (68%) of those questioned in the study preferred the quality of the video repurposed by AmberFin iCR, which also delivers content file sizes reduced by up to 25%.

The combination of better quality pictures and smaller file sizes is unique and has been achieved through AmberFin's market leading R&D and engineering teams whose unrivalled expertise and innovation has enabled iCR to deliver sharper images, contrast and color for video content. The smaller file size also reduces the bandwidth that the content consumes, ensures less storage is required, lowers the cost per deliverable and enables users to download high-quality media content more quickly and cost-effectively through the Internet and mobile networks.

During the research, User Analytics asked respondents whether, when watching video on an iPod Touch or large (HD) screen, they preferred the quality of content delivered by AmberFin's iCR software, or that of its leading competitor. The results revealed that consumers prefer to watch AmberFin's repurposed video clips across all the genres trialled, including film (75%), news (84%), commercials (71%) and sports (64%). The results also found there was a particularly strong preference for media content, repurposed by iCR, within the 16 to 25 year old category.

The study also demonstrated the massive consumer demand for video content on a range of platforms. Of those questioned 93% said that they watch video content on their home PC or laptop, while over a quarter (26%) pay to download this content to their computer. Almost half (49%) said they watch video on their portable media player or mobile phone, with 16% of respondents having paid to download video to a mobile phone.

Scott Allen, VP Marketing, AmberFin, comments: "As the consumer appetite for video content continues to grow, content owners need to be able to deploy cost-effective technology that can repurpose and deliver their existing content across multiple viewing platforms at the highest possible quality, whether that is on TV, PC, or small screen devices. Today content owners face the challenge of meeting the quality expectations from their customers while aiming to reduce the file size of content in order to achieve a lower cost per deliverable. This research has clearly demonstrated that our iCR software can do this."

AmberFin iCR has a heritage in providing the best image handling algorithms on the market and creates a high quality file-based master, delivers quality control review, provides unique file conversion to multiple formats and simultaneously prepares multi-platform versions of video content, all within a single software environment.