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***Don't miss new revenue opportunities: AmberFin***

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Newly-formed digital media expert AmberFin, home of the Emmy award-winning iCR software that digitises new and archived content, predicts that the film and broadcast industry could be losing out on valuable new revenue streams through failing to make the best use of existing archived content.

The boom in consumer demand for high-quality content on multiple platforms means that content owners now need to be prepared to repurpose content for devices ranging from Internet to VoD, TV and small screen devices. By not doing so they are missing out on new opportunities for increasing revenues.

Scott Allen, vice president, marketing at AmberFin, said: "There is an enormous amount of potential in the content that already exists in the film and broadcast industries thanks to the growing consumer demand to access that content whenever they want, on whatever device they are using at the time. Content owners are missing out on large revenue opportunities if they fail to capitalise on making their archived content available to customers."

The key factor in delivering archived content successfully on new platforms is being able to provide the optimum picture quality both at speed and cost effectively. Broadcasters must be able to repurpose their content quickly to meet consumer demand, but at the same time the process must be cost-efficient in order to generate the right returns.

Allen continued: "There are millions of media assets archived today that could be repurposed for online, on-demand or mobile channels to generate new revenue streams through subscription, pay-per-view and advertising-based downloads. The broadcast industry needs to learn to work with their existing assets to make the most of these new platforms and the opportunities they bring."

AmberFin's iCR end-to-end software platform incorporates parent company Snell & Wilcox's Emmy award winning technology. It is an open standard, future proof platform that digitises new and archived content, from capture through to distribution, and delivers the best quality pictures at smaller file sizes.

With hundreds of systems in the field, iCR is trusted by prestigious content owners such as Sony, NBA, Turner, Channel 4 and Warner Brothers to manage the digitisation and repurposing of their content. Its five core applications are designed to address the industry's painpoints at every stage of the digitisation process.