AnyClip Launches LuminousX™, Transforming Publishers into Content Platforms

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NEW YORK & TEL AVIV - December 6, 2018 - AnyClip, the AI-driven video content data pioneer, announced today the launch of LuminousX™, the first end-to-end contextual video content, engagement, and monetization solution. LuminousX enables publishers to face the large technology platforms by enriching any website with an interactive feed of endless ultra-premium and automatically-matched editorial content.

"While users are consuming more content, it is mostly happening within centralized content hubs such as Facebook, Google, and Apple News," said Gil Becker, President & CEO of AnyClip. "Users turn to these platforms to get a more comprehensive view of the topics they care about. We're changing that by bringing together a large and diverse premium video content library with a unique AI and data-driven layer that create an endless contextual video feed. We truly believe that LuminousX is reinventing context and redefining user engagement."

LuminousX transforms any individual web page into an interactive content platform. It draws from millions of clips aggregated from more than 80 of the world's top editorial content producers, with thousands of clips automatically analyzed, categorized, and added to the library every day. Once a user shows intent by reading a specific article, the platform analyzes and enriches the page with an automatic feed of the videos that perfectly match the content. LuminousX then identifies and visualizes the main people, topics, and brands while a video is playing, and allows users to click, engage, and discover an endless feed of relevant clips. By giving users all of the content they want in one place, AnyClip dramatically improves time-on-site.

The LuminousX platform is driven by a patent-pending AI video analysis technology released in March after years of development by a large team of Israeli software engineers. The technology analyzes any video content in real time, produces actionable metadata, and categorizes it according to official Interactive Advertising Bureau (IAB) categories, Brand Safety issues, sentiments, celebrities, and brands.

"Sports fans are passionate media consumers. They source any sports content related to their favorite teams. We want them to find that content while they're on NESN.com, the largest Regional Sports Network in the country," said Scott Brewitt, Director of Digital Ad Sales and Operations at NESN. "While much of our content is World Series Champions Boston Red Sox and the Boston Bruins related, our goal is to give our audience an exciting, complete and up to-the-minute information source for their favorite local or national sports team. We have been able to take this mission to the next level with AnyClip and their new platform LuminousX. LuminousX allows discovery of related curated video content in ways that surprise our users and encourage longer sessions and higher engagement metrics. LuminousX has opened up new monetization opportunities for our video content and strengthens connections with our loyal audience base. We are pleased with our AnyClip partnership and their vision for video engagement. We look forward to harnessing LuminousX more as we continue to strategically scale and monetize our content at scale and give our readers more of what they weren't expecting."

LuminousX also drives a dramatic increase in publisher revenue. Clips are monetized through in-stream ads. Uniquely, AnyClip shares contextual intelligence with brands, which are increasingly interested in paying a premium CPM for contextually targeted ad placements. The solution also diversifies publisher revenue by allowing users to click on retail opportunities related to brands and products identified by LuminousX.

About AnyClip

AnyClip is the video content data pioneer. AnyClip's proprietary solutions leverage the most advanced Artificial Intelligence technology to analyze video content in real-time, enabling publishers, media owners, and brands to maximize the power of video. AnyClip has growing offices in New York, Tel Aviv, and London, and made it to the top of Deloitte's Fast 50 and Fast 500 lists two consecutive years. For more information please visit www.anyclip.com | @anyclip.

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