SERVICE · COMMUNICATION

Digital communication

You bring the events. We handle everything else.

Creation, distribution, engagement and management of multimedia content on the tiivii platform.



cinfo

THE CHALLENGE

Owning the platform is not enough: it has to be fed every week

Many organisations invest in audiovisual technology only to find that nobody has time to schedule events, publish content and push it out on social.

01

The platform sits empty

With nobody scheduling and publishing, the catalogue stops growing within weeks.

02

Content never gets distributed

The event is recorded but never reaches social, the website or the local press.

03

No internal team available

Hiring and keeping an in-house audiovisual communication team is not always viable.

WHAT IT IS

A service that makes your platform pay off

cinfo handles the tiivii system end to end: it schedules and manages event recordings, produces and publishes multimedia content on the OTT platform and distributes it across social and web.

- End-to-end management of the tiivii system, from calendar to publication.
- Scheduling and management of event recordings.
- Production and publishing of multimedia content on the OTT platform.
- Multi-channel distribution on social and web, plus video production.



HOW IT WORKS

A weekly cycle that does not depend on your team

The service runs on automatic production, so the marginal cost of each event is very low.

01

We plan the calendar

Scheduling the events to record and broadcast, with destinations and graphics.

02

We produce and publish

Recording, directing, editing and publishing the content on the OTT platform.

03

We distribute

Pieces adapted to each social network, newsletter and website, on an editorial calendar.

04

We measure

Periodic reporting on audience, consumption and performance by content and channel.

WHAT IT COVERS

From the event calendar to the audience report

- **tiivii system management**

  Full administration of the platform, cameras, events and delivery points.

- **Recording scheduling**

  Event scheduling, including extraordinary and long-running sessions.

- **Video production**

  Edited pieces, summaries, highlights and channel-specific content.

- **OTT publishing**

  Content publishing, artwork, categories, metadata and catalogue highlights.

- **Social distribution**

  Format adaptation and publishing on the organisation's social networks.

- **Digital marketing**

  Acquisition and loyalty campaigns built around the published content.

- **Community engagement**

  Managing comments and messages and following the conversation.

- **Periodic reporting**

  Audience, consumption and performance by content, channel and period.

BENEFITS

Your audiovisual investment stops sitting idle

01

A platform that stays alive

New content every week without depending on the internal team's availability.

02

One single point of contact

Technology, production and communication managed by the same provider.

03

Predictable cost

A recurring service instead of per-event spikes of outsourcing.

04

Greater reach

Every produced event becomes several pieces for several channels.

SCOPE

What the client receives each month

Scope is sized by the number of events and the channels you want to be present on.

Event calendar

Monthly planning of recordings, broadcasts and publications.

Broadcast events

Production and broadcast of the agreed events, with graphics and destinations.

An updated catalogue

Content published on the OTT with artwork, categories and metadata.

Social media pieces

Summaries and clips adapted to each social network's format.

Editorial calendar

A publishing plan and copy for web, newsletter and social.

Results report

Audience, consumption, community growth and performance by channel.

METHODOLOGY

How we start the service

01

Assessment

A review of the installation, the current catalogue and the active channels.

02

Content plan

Defining the calendar, the formats and the distribution channels.

03

Operation

Weekly execution: record, produce, publish and distribute.

04

Review

Periodic reporting and plan adjustment based on results.

The service runs continuously on a monthly calendar with periodic reporting. Sizing is reviewed each season against the real volume of events.

GALLERY

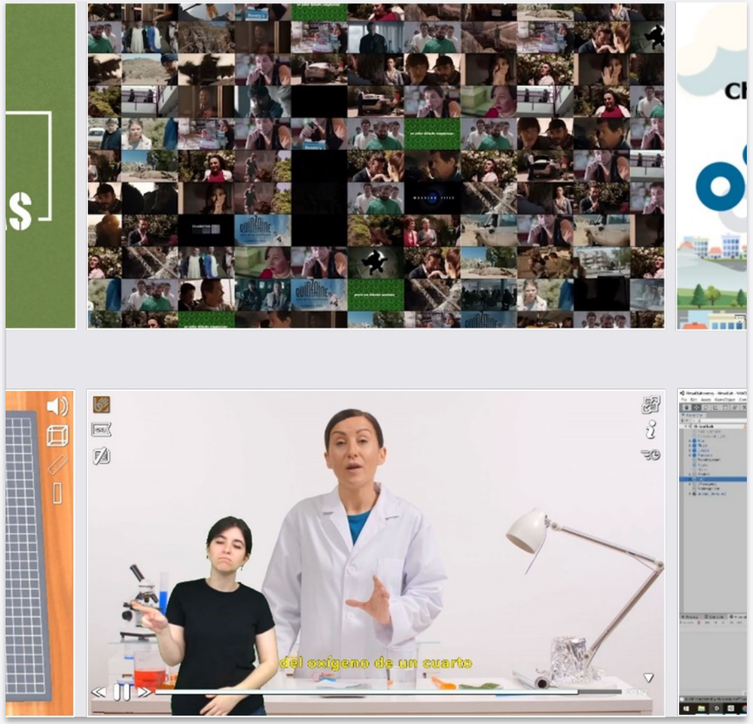
Content produced by the team



Production and publishing of multimedia content.



Distribution and engagement on social networks.



Pieces adapted to each platform's format.

CASE STUDIES

Organisations that delegate their audiovisual operations

TIIVII.TV

Over 400 matches published every weekend

Scheduling, production, publishing and distribution of the full matchday, with over two million monthly views on social networks.

https://tiivii.tv

CITY COUNCILS

Council meetings, civic events and municipal communication

Full management of council meeting and civic event broadcasting, with portal publishing and distribution to press and citizens.

https://cinfo.es

SPORTS FEDERATIONS

A full season published and distributed

Competition coverage with summaries, highlights and channel-specific content for the federation.

https://cinfo.es

CINFO IN NUMBERS

Volume under management

750

events managed every week

+2 M

monthly views on social networks

180.000

monthly views on the OTT

24/7

system operation and support

FREQUENTLY ASKED QUESTIONS

Common questions about the service

Do I need a tiivii platform already?

That is the usual case, because the service is built on managing the tiivii system end to end, but we can assess operating over an existing platform.

Who decides what gets published?

The client. cinfo proposes the editorial calendar and formats, and the organisation approves the plan before each period.

Does it include edited video production?

Yes. Beyond broadcasting the events, the service includes video production, summaries and pieces adapted to each channel.

Do you manage social networks too?

Yes: multi-channel distribution, editorial calendar, copywriting and management of comments and direct messages.

How are results measured?

With a periodic report on audience, consumption and performance by content and channel, which also feeds plan adjustments.

Can it be contracted for one season only?

Yes. The usual arrangement is per season or per year, with sizing reviewed against the real volume of events.

WHO IT IS FOR

Who delegates their audiovisual communication

01

Public administrations

Institutional communication and transparency without growing headcount.

02

Federations and clubs

Full competition coverage across the whole season.

03

Cultural organisations

Event scheduling, archive publishing and distribution to their audience.

04

Companies

Corporate channels, internal training and customer communication.

LET'S TALK

Tell us how many events you run each month

We will prepare a content and distribution plan sized to your real calendar.

Request a plan

See published content

CONTACT

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