AnyMind Group launches AI-based short-form video generation feature on AnyManager
Publishers can grow content streams without having to significantly increase costs to produce content

Singapore - August 7, 2024 - AnyMind Group [TSE:5027], a BPaaS company for marketing, e-commerce and digital transformation, has today announced the launch of a new feature on its platform for publishers, AnyManager, that taps on AI to enable online publishers to generate short-form videos from existing content on their websites.

A recent report by Media Partners Asia projected overall advertising spend across online and offline channels in Asia Pacific to reach US$290 billion in 2029, with online video advertising growing at a 7.2% CAGR to reach US$50.6 billion (17% of the overall advertising spend) in 2029. In addition, social media platforms continue to see growth in user traffic and usage rates and duration, coupled with the rise in consumption of short-form video content. This presents a unique opportunity for online publishers to capture audience attention and traffic through short-form video content on social media platforms.

With the new feature on AnyManager, publishers can use AI to automatically extract article content and handle the entire video production process, and resulting videos can be delivered on a publisher's own site through AnyManager Video. The new feature also supports social media formats and text-to-speech functionality, allowing publishers to distribute videos on their social media platforms.

By automating tasks traditionally performed by humans, publishers are able to create more content to adapt to changing media consumption patterns, without the need for production costs or too much additional human labor. Publishers can also have new means to reach a broader set of audiences on social media.

This new feature is part of the recently launched AnyManager Video Player, a no-code video player that enables the distribution of video content and advertising on websites through a single ad tag implementation. AnyManager Video is already deployed globally and adopted by various publishers across Asia. In one case, a publisher using AnyManager Video saw revenue from the platform account for approximately 30% of their ad revenue, and ad prices being 2-3 times higher than banner ads. The introduction of video ads also led to a 20% increase in page views and a 16% increase in dwell time.

Hitoshi Maruyama, Managing Director of Publisher Growth, AnyMind Group, said: "We are constantly developing and integrating the latest technology into our platform to provide solutions that enhance publisher profitability. By utilizing the newly launched AnyManager Video Player, efficient video ad generation and distribution is now even more accessible and possible. These enhanced video capabilities will continue to support the growth of publishers."

About AnyMind Group
Founded in April 2016, AnyMind Group [TSE:5027] is a Business-Process-as-a-Service company for marketing, e-commerce and digital transformation. The company provides two broad offerings to brands and businesses, publishers and influencers: Brand Commerce and Partner Growth. Brand Commerce provides businesses with the company's platforms for manufacturing, e-commerce enablement, marketing and logistics, whilst Partner Growth provides web and mobile app publishers along with influencers and content creators with platforms for monetization and optimization. Partner Growth customers can also tap on the company's Brand Commerce offering. AnyMind Group has over 1,600 staff across 23 offices in 15 markets, including Singapore, Thailand, Indonesia, Vietnam, Cambodia, Malaysia, the Philippines, Hong Kong, Taiwan, Mainland China, Japan, India, the United Arab Emirates, South Korea, and Saudi Arabia.

About BPaaS
Business-Process-as-a-Service (BPaaS) is a business model that merges and creates an additional layer of value on top of Software-as-a-Service or SaaS (software-centric) and Business Process Outsourcing or BPO (operations-centric), by providing greater flexibility and scalability to the entire business process lifecycle. Through BPaaS, enterprises can tap into agile and adaptive end-to-end process lifecycle management through a combination of technology and operations teams that leverage on local and regional best practices, for the designing, development, implementation, optimization, and automation across the business process.

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