ICONIK
by Backlight

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# MODERN MEDIA MANAGEMENT AND REVIEW IN ONE PLACE

## Find, use, and share your media — no matter where it's stored.

Iconik's cloud-native platform unifies your media across cloud/on-prem, so you can find anything instantly and review at full fidelity. Customers cut storage costs by 60%, deliver projects 50% faster, and save thousands through automation.

Learn more at **iconik.io**



## From creative chaos to unstoppable flow

Iconik brings people, files, and workflows into one intelligent platform, so teams can stop searching and start creating.

### Bring Your Own Storage

Connect your existing cloud or on-premises infrastructure. No migrations. No cost lock-in. As your library grows and you expand across teams, regions, and formats, your system scales with you.

### AI that works like a teammate

Assets are auto-tagged, transcribed, and face-detected upon upload. Everything is findable and reusable. Nothing is lost.

### Search that finds what you need, when you need it

Instantly filter by metadata, custom tags, and saved searches. Search once, and find what you're looking for. Your team doesn't need to remember where files live; Iconik already knows.

### Review that matches your final frame

Frame-accurate, color-precise playback. No guesswork, no compression. What you review is what gets delivered.

### Collaborate in real-time

Synchronized sessions ensure everyone sees the same frame, and every comment stays connected to the right asset. No scattered threads, no version mix-ups.

### Stay in your flow, wherever you work

Access and manage assets from Adobe Premiere Pro, DaVinci Resolve, and Final Cut Pro. No switching apps, no wasted time.

### Automate your bottlenecks

Visual, no-code workflow builders and a full API help creative teams route approvals, archive files, and transcode on autopilot.

### Built to scale with ambition

Iconik manages 207 PB of data and 588 million assets worldwide* giving you enterprise-grade security (SOC 2), role-based access, and blazing-fast performance, whether you're a growing studio or an international creative operation.

PROVEN ROI FROM REAL TEAMS

**Philadelphia 76ers**
75% faster footage access, 34% storage savings

**NowThis**
33% cut in post-production budget

**Morning Brew**
69% saved via tool consolidation

**Chess.com**
100TB of assets managed across global teams

TRUSTED BY INDUSTRY LEADERS

**Canva, Google, Atlanta Hawks, Complex, MGM**

* As of January 2025