

Case Study

How to create new revenue opportunities by transforming your content supply chain

Bea Alonso, Ooyala





New Markets - New Business Opportunities





ABOUT OOYALA

Ooyala's flexible and **configurable content supply chain platform** resolves the **multi platform delivery** needs of today's **content creators and distributors**.

The **Ooyala Flex Media Platform** orchestrates thousands of video workflows, manages assets and metadata across multiple systems, and analyzes bottlenecks within the entire content supply chain.

WORLD-CLASS CUSTOMERS



TRUSTED PARTNERS



Ooyala Facts

11

years in the
media &
entertainment
industry

85%

time savings in
processing and
delivering content
to licensees

71%

direct cost
reduction for
typical media
production /
distribution
company

45+

customers
worldwide

20M / 50 PB

assets automatically
migrated from legacy
systems

750,000

workflows
executed monthly



AN OOYALA CUSTOMER SUCCESS STORY

enhance_{TV}

Award winning EnhanceTV service
automates media operations to deliver
compelling content

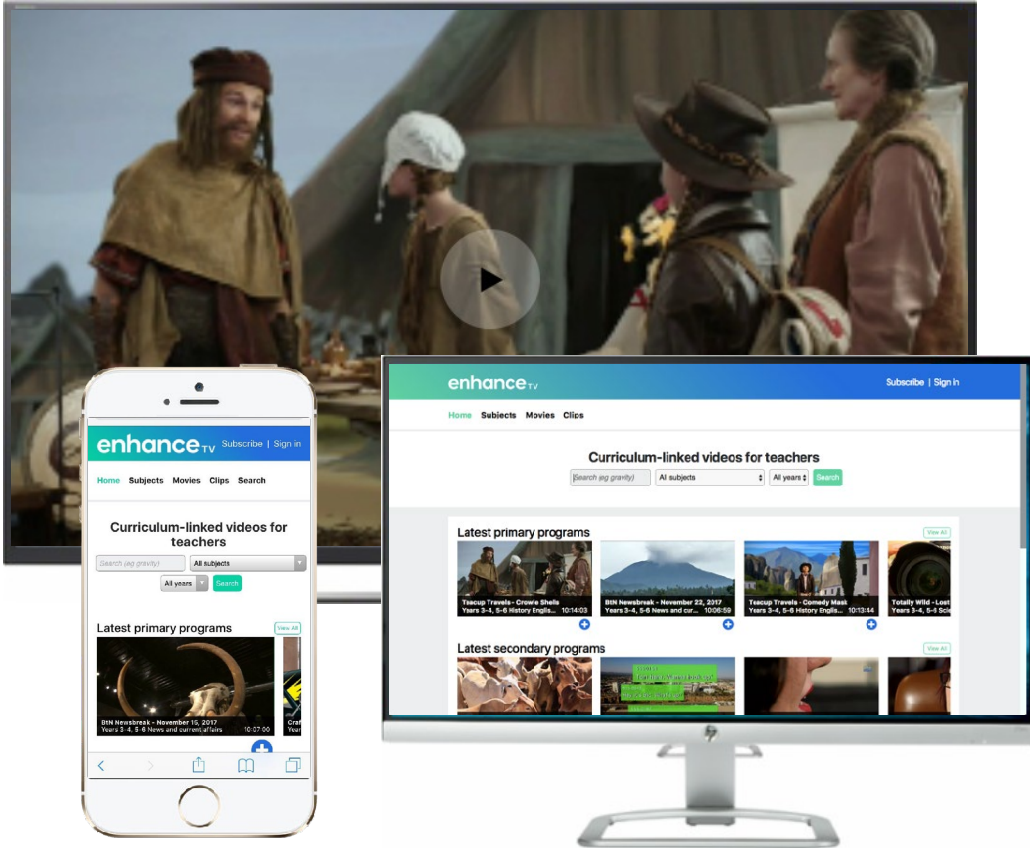
16:27

16:27

Enhance TV (ETV)

enhance_{TV}

Customer Profile



- Enhance TV is an online service providing information on educational broadcasts, a store for purchasing copied programs, and a web streaming service – [EnhanceTV](#)
- Access to EnhanceTV can only be made by institutions with a Screenrights licence.
- EnhanceTV is a subsidiary of Screenrights, which is a not-for-profit organisation that licenses the use of educational audiovisual content in Australian schools, universities and TAFEs.
- The product provides streaming technology combined with powerful search, sharing and storage functionality making it the perfect tool for integrating multimedia in the education sector.
- Digital Logistics, Ooyala's partner and a system integrator, architected and pulled multiple solutions together to implement this solution for Screenrights.

• To build a foundation for a very modern video portal for better user experience

- Australian schools and universities subscribe to the service, providing their teachers and students with a platform to search or create their own inventory of clips and download specific sections.
- Requires a highly scalable backend system to cater for business expansion to support the better portal

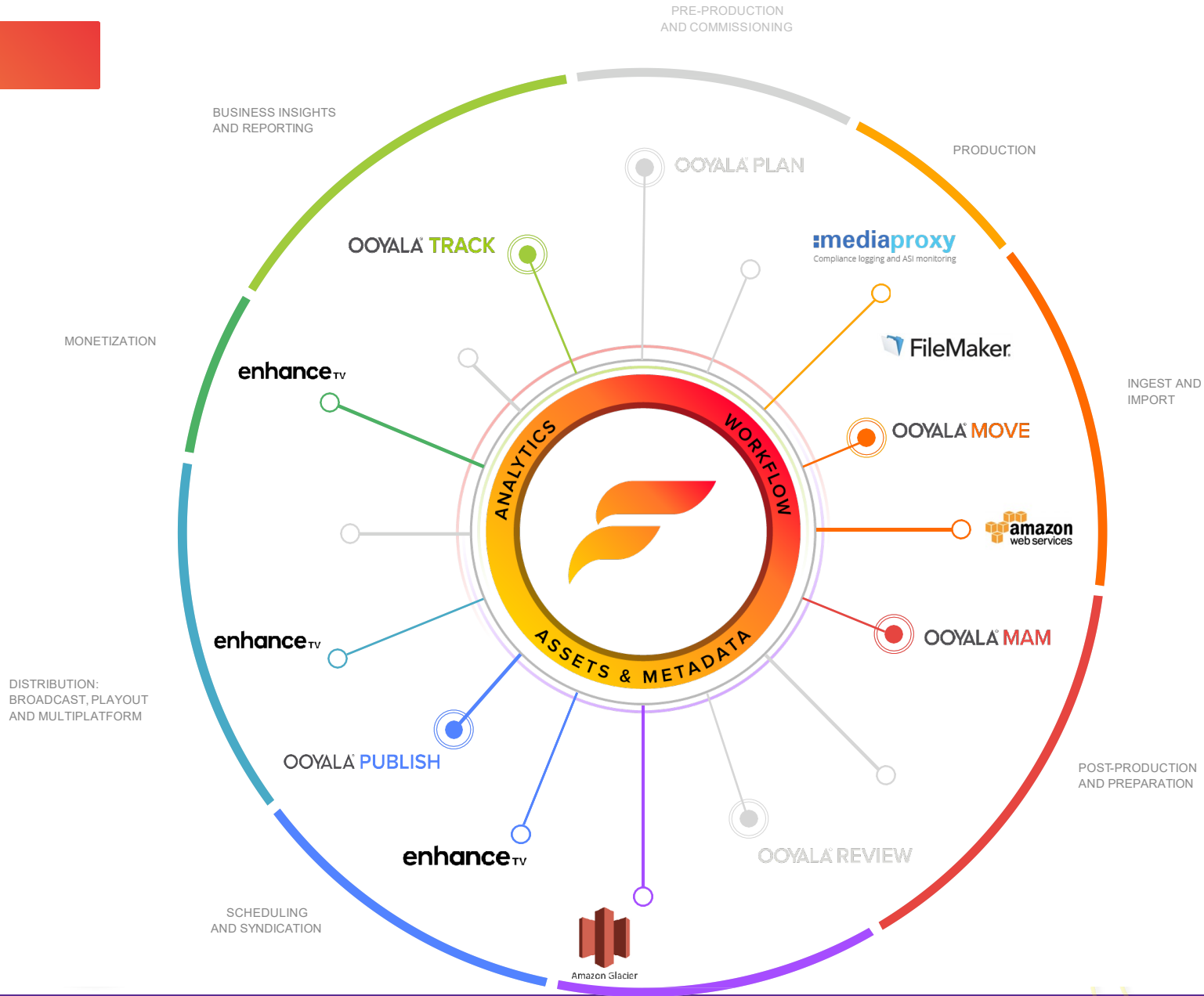
• To simplify complex processes, automate repetitive tasks, and provide content recommendations

- Complex business rules for content capture, editing, metadata enhancement and delivery
- Legacy system with 35,000 hours of content and complicated hierarchical metadata schemas
- Screenrights do not know anything about the backend themselves - they only want to interact with the Front End website developed for them.
- Digital Logistics, an Ooyala partner and reseller in Australia, manage Ooyala Flex Media Platform and the other back-end components.

Intelligent Archive

CUSTOMER:

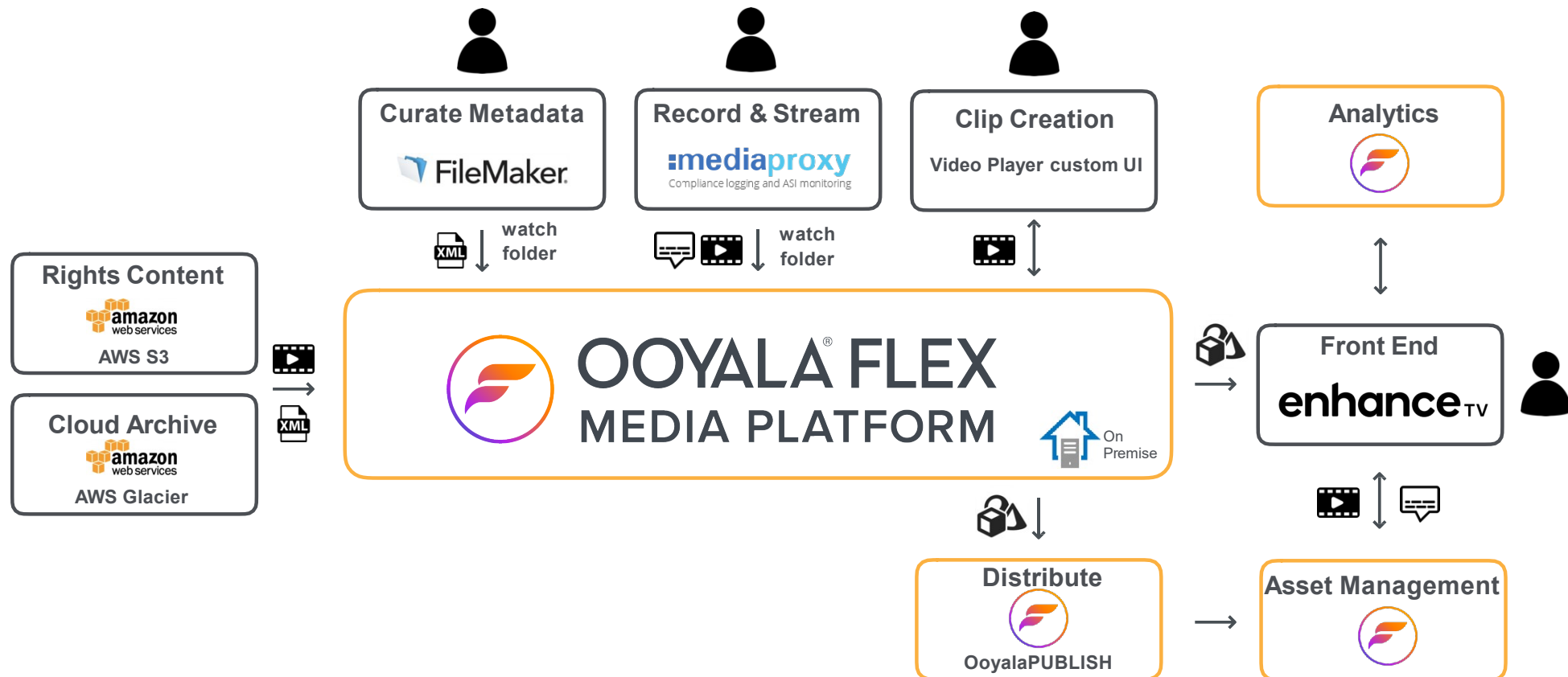
enhanceTV



Enhance TV

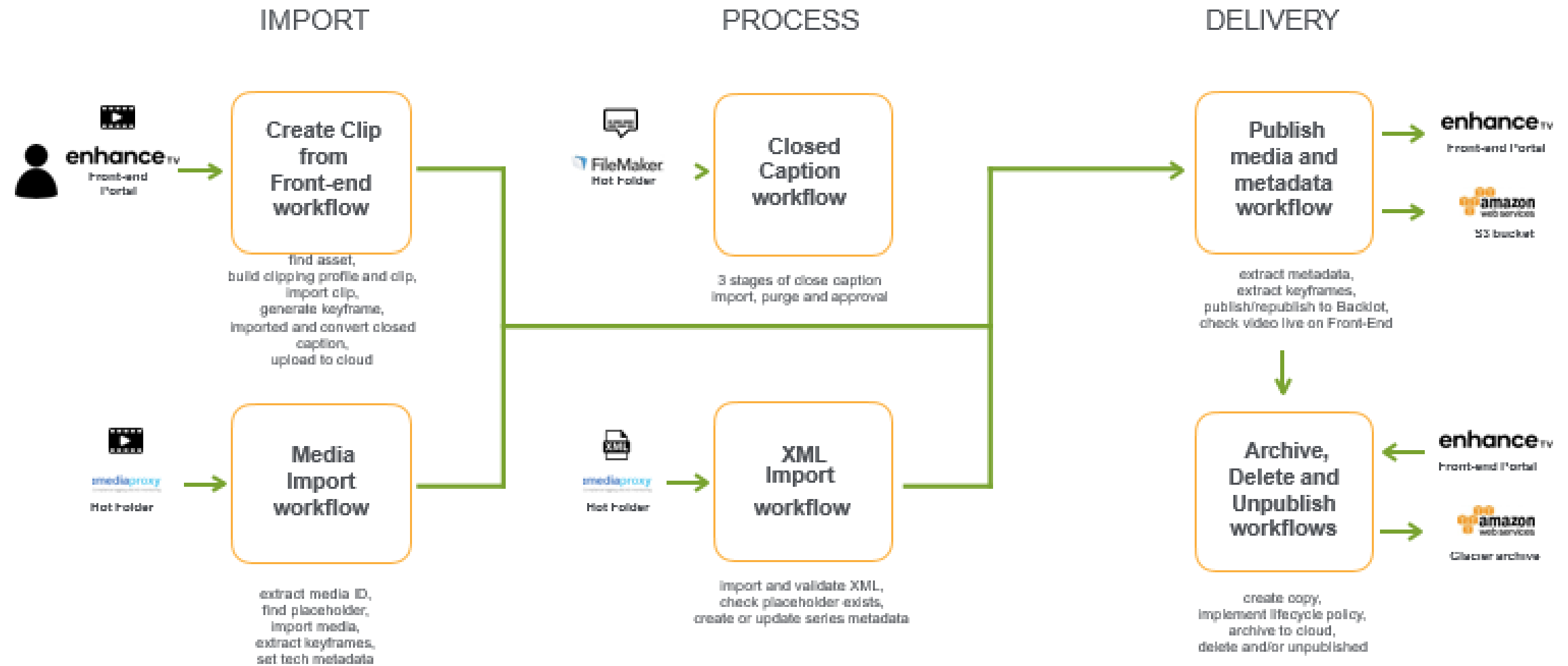
Solution Architecture

enhance_{TV}



Enhance TV

Workflows



Streaming videos for learning

All subjects



Search

Programs, documentaries and movies [See all programs](#)



48:50 | Recommended



Tiananmen Square remembered

Four Corners reveals how Chinese students started down their government to demand an end to totalitarian rule 30 years ago.

Asia and Australia



1:17:22 | Recommended



Disneynature's Monkey Kingdom

See how toque macaques living in the ruins of ancient temples of Sri Lanka's jungles survive in a competitive social hierarchy.

Geography



28:24 | Recommended



Overcoming eating disorders

Kylie van der Veer shares her personal search for treatments for anorexia and a binge eating disorder in part one of A Peace of Nourishment.

Health and PE

Value delivered by Ooyala

- **Increased engagement and usage** from their subscribers. They can now **drive subscriptions aggressively** and scale the service **without incremental support costs**.
- Delivered **increased capabilities with reduced costs**. Helping a small team **deliver big results**
- **Flexible architecture** to react to future challenges.
- **Automated and scalable process** to manage and publish content from their contributors
- **Reduced human error** and duplication

Highly efficient and flexible backend to a new B2C portal, delivering increased efficiency and ability to scale

Award Winning



ABE award for Innovation in Education



“ I strongly recommend the use of EnhanceTV in our primary classrooms. It is a fantastic resource and it’s great to be able to access quality media quickly and easily. By supporting the Australian Curriculum, EnhanceTV will see our students engaged and excited by their learning.”

Dennis Yarrington
President, Australian Primary Principals Association

