

CASE STUDY

Studio 100



“For a multimedia production company like us, Morello also provides a solution for publishing information to new media such as iDTV and PDAs”

MEDIASURFACE®



JAN CHALMET – WEB PRODUCER, STUDIO 100

CASE STUDY


Studio 100 manages its multimedia Flash site with Morello

THE CUSTOMER

Studio 100 (www.studio100.be) is an entertainment company oriented primarily towards families with children aged from 2 to 14. Studio 100 builds total concepts centered on popular Dutch-language children's figures, varying from cartoon characters to pop groups. Over the last few years, the television programs, audio and video material, books, theater shows, musicals, merchandising, an amusement park and of course the comprehensive website created by Studio 100 have made the company a permanent part of the lives of millions of children – and their parents – in Belgium and the Netherlands. Children's tastes are fickle and popularity doesn't last long. But the campaigns and innovativeness of the 125 permanent staff at Studio 100 have kept them in step with their target group since 1996.

SYNOPSIS

Studio 100 was looking for a Content Management System to manage its recently reworked website and they chose the Mediasurface solution. This improved the speed of publication and the management of information considerably. The site is the best place to get information about the popular Studio 100 products (TV, shows and venues). As well as information, the site also provides an e-commerce platform for merchandising. All the sub-sites centered on the various TV figures are managed from the same central environment too. The look and feel of the software is so attractive that the non-technical staff also want to publish information, and they are able to do so. After all: the key thing is that the site has to be fun!



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also provides an e-commerce platform
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INTRODUCTION

Mediasurface 5 with Morello as the content management system means that Studio 100 is easily able to handle the huge amount of information, images and sound on its extensive internet site and keep it all up to date. "We chose Mediasurface for the ease of use and particularly because it can handle all the different media types we need, such as images, film clips and sound. And that's our core business," says Jan Chalmet, a web producer for Studio 100. Together with Nic De Backer, he is responsible for expanding the Studio 100 website.

NON-TECHNICAL

At the start of 2005, Studio 100 began by bringing all its sub-sites for the various characters and acts together under the umbrella of a single site. "We've got all sorts of great material and we want to show it," says Jan Chalmet. "That's why our organization has placed the internet under the publishing department and not the IT department. The technology is less important - after all, it's the content that matters."

The entertainment company, based in Londerzeel in Belgium, has chosen the Smart Client Office content management application Morello, part of Mediasurface 5. Together with Mediasurface 5, Morello provides an extremely user-friendly solution with all the functionalities and capabilities of an enterprise content management system.

"To put it simply," explains Nic De Backer, "it's important that the system looks good - recognizable for the end users and not too technical. The way you do things in Morello is just as easy as any of the Office applications, so that no technical knowledge is required for publishing or changing information.

That really encourages our staff to work with the system, and makes them want to work with it too."

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"Publishing content is so quick and simple. We just create the content once, and then it's a simple press of a button and we can publish it in two countries," adds Jan Chalmet. "And on top of that, Morello lets us implement changes in real time. That means that changes are immediately visible to all the users."

EXCHANGE AND RE-USE OF INFORMATION

The new site was delivered in August 2005. The site was developed by the internet service provider DAD. They are Studio 100's web partner and adviser, responsible for the design, implementation and maintenance of the site.

"We went through the entire process in the period from February to August 2005," explains Nic De Backer. "This period was mostly used for developing XML templates. These mean that the information doesn't have to be put in a special layout, as you have to do for HTML templates. That way, we can exchange information and re-use it on as many different platforms and media as possible. And as new media such as iDTV arrive, there's every chance that XML means that we'll be ready for them.

OPENNESS

An important criterion in the selection of the content management system from Mediasurface by Studio 100 was the ability to provide high-quality film clips. Studio 100 has integrated a Flash multimedia player that they developed themselves into the site, allowing

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all the clips and songs to be played directly on the site. A variety of actions were previously required before film material could be converted to FLV (Flash video), but the edited clips can now be placed straight on tape and Flash videos can be created. Once the material has been put on the server, it is ready for publication straight away.

"The Mediasurface content management system lets us publish information quickly. The Morello desktop application has convinced us that the staff have a straightforward way of publishing information themselves. And they like it too," says Nic De Backer by way of clarification. "The openness of the system gives us lots of options, such as integration with Flash and gaming applications, for example."

THE FUTURE

Everyone is now working hard on expanding the new site further. The Studio 100 website was already popular, getting an average of 800,000 visitors a month. And the new things that are being added will undoubtedly cause that figure to rise. "Visitors can download ringtones and songs from the database in MP3 format. We'd also like to increase the level of interaction between the visitors," says Jan Chalmet enthusiastically, "by developing campaigns like game platforms and competitions." At a later stage, Studio 100 will

offer visitors a personalized site, so that the campaigns can be extended offline as well. For example, children will be able to receive extra credits that can be exchanged for discounts on MP3 downloads when they show their membership card at the amusement park. The possibilities for sending information to mobile phones will also be examined in the longer term.

A jury of professionals in the field awarded Studio 100 the CMS Award for 2005 for its website in the 'layout' category. "Our site is one of the most visited in Belgium. The main attraction is now the ability to view clips and listen to songs. After the new CD by the girl band K3 was launched, we got more than 31,000 visitors a day. And the numbers of hits are concentrated at particular peak times, since lots of children visit our site after school. The system is stable, even at these peak times, which is crucial if the site is to be a success," concludes Nic De Backer.

TECHNICAL SPECIFICATIONS

Software

- Mediasurface version 5.2 plus Morello
- Oracle 9i

Hardware

- 2 Dell Poweredge 2850

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Mediasurface Europe Limited

Mediasurface House
Newbury Business Park
London Road
Newbury RG14 2QA, UK

Tel. +44 (0)1635 262000
Fax. +44 (0)1635 262001
Email. info@uk.mediasurface.com
www.mediasurface.co.uk

Mediasurface Inc.

Three Stamford Landing
4th Floor
46 Southfield Avenue
Stamford, CT 06902 USA

Tel. +1 (203) 323 7173
Fax. +1 (203) 323 0595
Email. info@us.mediasurface.com
www.mediasurface.com

Mediasurface B.V.

Gebouw Media Valley 1
Naarderweg 16
1217 GL Hilversum
Nederland

Tel. +31 (0)35 6257890
Fax. +31 (0)35 6257899
Email. info@nl.mediasurface.com
www.mediasurface.nl