



Cross-Media Content Monetization – Turning the Challenge into an Opportunity

Shaw Media (since 2016 Corus) selects Avatega on Demand and AdStore from Arvato Systems for Non-Linear Schedule and Ad Sales Management

Background Situation

With success based on high quality and popular programming, Corus delivers great content with the use of sophisticated technology. As well as viewer-focused output, Corus is dedicated to its viewers and to delivering results for advertisers, and was quick not only to see the challenges but also to embrace the potential of the digital transformation. As traditional revenue streams are challenged across the market, Corus saw the opportunity to extend their activities to digital channels such as VOD offerings and online advertising, and needed to provide campaigns that could work across multiple platforms. However, a wide variety of systems for different linear and non-linear platforms, which included disconnected processes for media sales and scheduling and rights management, made the goal of cross-media content monetization difficult to achieve.

Vision

Corus' goals were to improve digital rights management; integrate digital and linear processes; and take a true cross-media approach to content management and monetization. To achieve this, they wanted to implement a system that supported cross-platform workflows, where data and effort duplication would be eliminated and transactions could be automated – all with the highest degree of quality assurance.



The Customer

- Corus Entertainment Inc. is a leading media and content company that creates and delivers high quality brands and content across platforms for audiences around the world.
- The company's portfolio of multimedia offerings encompasses 45 specialty television services, 39 radio stations, 15 conventional television stations, a global content business, digital assets, live events, children's book publishing, animation software, technology and media services.
- Corus' roster of premium brands include Global Television, W Network, OWN: Oprah Winfrey Network Canada, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Q107, CKNW, Fresh Radio, Disney Channel Canada, YTV and Nickelodeon Canada.





The Solution

Corus decided to extend its long-standing relationship with Arvato Systems to enhance the existing broadcast management suite with the Avatega On Demand and AdStore solutions, utilizing Arvato Systems' proven expertise.

Our Services

In a start-to-finish project which included consulting, analysis, solution design, implementation and roll-out, Arvato Systems built a solution combining Avatega On Demand and AdStore. Both systems were added to and integrated with the existing broadcast management system.

Avatega On Demand is Arvato Systems' VOD management solution for multi-channel video programming distributors, content owners, broadcasters and content aggregators. Avatega On Demand manages non-linear intellectual properties of contractual rights and content schedules to drive Corus' workflows from acquisition through license administration, program planning, material management to content distribution, all while supporting their xVOD business models.

Using AdStore, Corus is able to unify commercial inventory into a single access point and create a single process for cross-media sales, offering its clients customized campaigns which intelligently use content from multiple platforms.

Customer Benefit

Today, with the new products operational, Corus fully embraces the challenges of digital transformation and takes content experiences and monetization beyond linear boundaries.

Case Overview

Task

- Full integration with linear MAM and Broadcast Management Solutions
- Easy, fast & comprehensive to use
- Clear status overview everywhere
- Flexible workflow definition
- Rule-based, automated scheduling
- Full set of automated consistency checks across platforms
- Predefined products and cross-media packages
- Support for online and offline campaigns and sales cycles across different platforms
- Unite cross-media products into one system

Technology

- Start-to-finish project
- Cross-media products available from one system enabling cross-platform search
- Cross-platform sales process workflows
- Synchronized users, customers and contracts (using central ID)
- Latest security standards
- Consistency checking
- Microsoft standard platforms and technology for ease of integration

Result

- Cross-platform workflows fully supported
- Manual transactions reduced
- Corus' quality standards supported
- Business information in a single database
- Faster, easier information retrieval and distribution
- Integrated digital and linear processes

Contact Information

Arvato Systems | Email: broadcast@arvato-systems.com
Phone EMEA: +49 221 28555-0 | Phone NA: +1 866 314-3622
www.IT.arvato.com/broadcast

Global IT specialist Arvato Systems supports major companies through digital transformation. More than 3,000 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support. As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success.