



80MN+ Subscribers \$273MN+ Annual Revenue | Goal: Integrated Content

One of the biggest conundrums for media enterprises is to seamlessly share and manage multilingual content across various user touchpoints. Our client was in the similar cross hairs. So, when they wanted to optimize their content value chains and fast-track user experience outcomes, we tackled the challenge with the gift of automated integration and data.

Snapshot

Challenge: Complex content distribution landscape; difficulties in operations and risk management; lack of auto-publishing feature for syndicated news content

Solutions: Developed a fully automated digital asset management system for faster, more scalable operations and on-demand access to content; introduced an auto-publishing feature for distribution of syndicated content

Benefits: Increased uptime; accelerated speed-to-service; reduced operational costs

Key Challenges

1. A highly fragmented content landscape was making management cumbersome for our client. Each digital property using a different technology stack was leading to the accumulation of unnecessary overheads and high maintenance costs.
2. Being a multi-vertical media group, lack of integration created data silos and hampered collaboration.
3. The legacy system lacked the facility of sharing associate content across various web properties, apart from the absence of the functionality for auto-publishing of agencies' content through moderation workflow.

Our Solution

We built a scalable and fully automated digital asset management system that allowed effortless sharing and storing of media files on our client's 19 websites through a central repository. All the websites were developed using a common code base so that future enhancements could happen with ease and at a faster pace; however, all the different properties retained their separate admin interface.

We developed a turnkey content management system (CMS) to enable a single point of entry for all content activities and allowed process owners to focus on core competencies while helping to reduce time, risk, and cost associated with asset management. By integrating the AMP (Accelerated Mobile Pages) web framework, we ensured that all the webpages are as user-friendly as possible for a seamless cross device experience. A drag-and-drop console was also embedded for ensuring real-time configuring of homepage template and widget management.

The new CMS introduced a feature that allowed rich content filing sourcing various agency feeds such as ANI, PTI, etc. The digital asset management system featured TV content integration via Octopus, along with a new ads management console, user recommendations and analytics, mobile and syndication services, event management console, and customized reports among more. Over 80 contributed modules and more than 45 ingenious modules were used for building the new CMS. Out of these 45, over 23 modules were contributed back to the developer community for rolling out more feature enhancements in the future.



Our client is a leading media conglomerate with business interests in magazines, newspapers, books, radio, television, printing, and the internet. Operational since 1975, the group is committed to maintaining high standards of journalism and ensuring editorial excellence.

Business Benefits

- Ensured seamless content management across multiple touchpoints and increased throughput
- Accelerated decision-making with real-time supply chain visibility
- Enabled personalized access to business-critical information
- Delivered rich experiences to users
- Boosted the digital presence of the brand and improved SERP rankings on mobile
- Reduced TCO and enhanced revenue generation

We can't wait to tell you more

Whatever business you're in, whatever problem you have, we have the experience and together we can create a solution. All you have to do is contact us when you're ready to experience...

"Infinite Possibilities with Technology"



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