

Case Study

Global Entertainment Company
enhances Organizational Efficiency
with User Experience Transformation



Client

The client is a leading media conglomerate that has an audience base of over 700 million spread across 160 countries. Founded in 1971, the broadcaster delivers compelling content through various channels including television, motion picture, online and mobile platforms.

Challenges

- The cable giant wanted to enable L3 production support and introduce UX enhancements across portfolios, including long-form and short-form programming.
- It wanted to streamline production processes such as broadcast log generation and weekly programming grid scheduling and delivery to partners, and improve asset maintenance.

LTI Solution

LTI delivered a comprehensive solution for programming maintenance across portfolios, while addressing related scheduling and delivery challenges. Key features of the solution include:

- Effective multi-channel video programming with simplified weekly grid scheduling, that resembles appointment scheduling in MS Outlook
- Faster efficient daily broadcast log generation, merged with commercial data, ready to be relayed to the Network Operation Center (NOC)
- Effective asset management on Multi-platforms and Partner delivery
- Centralized and unified platform for IP and digital asset rights management

Business Benefits Delivered

- Superior user experience owing to elimination of usability glitches and a customized user interface
- Better asset utilization leveraging a robust rights management platform
- Greater organizational productivity and programming system stability with high quality, round-the-clock L3 production support

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