

AN OOYALA CUSTOMER SUCCESS STORY

# enhance<sub>TV</sub>

Award winning EnhanceTV service  
automates media operations to deliver  
compelling content

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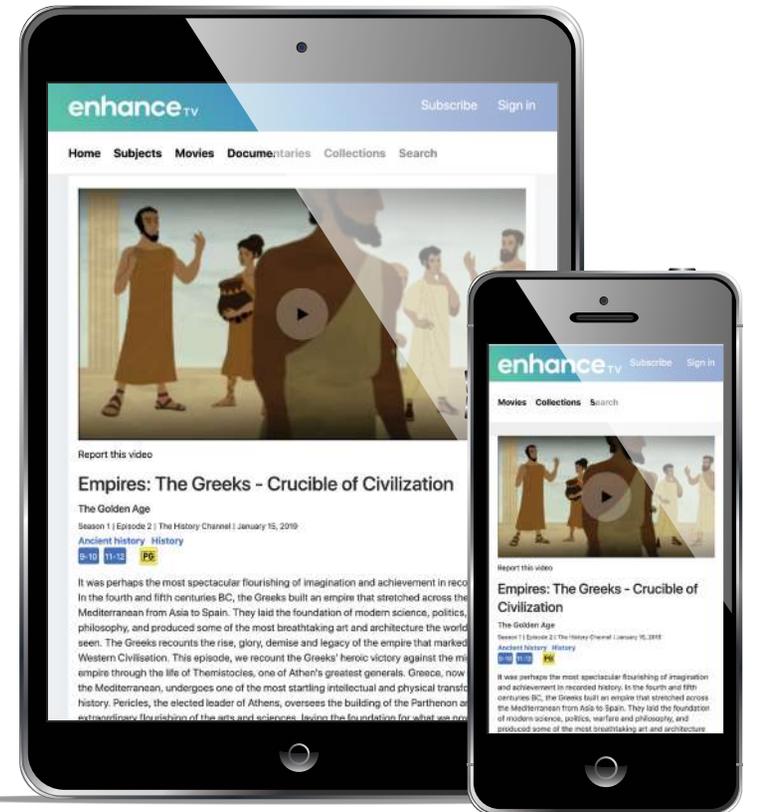
  
DALET

# EnhanceTV

## BACKGROUND

**EnhanceTV**, a subsidiary of the not-for-profit organization, Screenrights, runs a subscription service that provides Australian educators with access to a wide variety of educational video resources. This offers an easy but powerful way for educators to share curriculum-linked content with their students in the classroom, and also for educators to upload and share videos that they have created.

The company's video library contains a broad range of classroom-ready content from Australian television broadcasters including news, entertainment and documentaries. All content is carefully curated into short clips that can be used to enhance in-classroom teaching.





## CHALLENGES

EnhanceTV was keen to expand their business in both subscriber numbers as well as content contribution from their users. To create an engaging experience for their subscribers, they needed an attractive and modern video portal with a great user interface. EnhanceTV also wanted an automated and scalable process to manage and publish content from their contributors, and to make it easy for users to search for relevant content.

With a large library of content in their legacy system and complicated hierarchical metadata schemas, EnhanceTV needed a new solution that would integrate easily with their existing system. EnhanceTV also had complex business rules around content capturing, editing, metadata enhancement and delivery, that needed to be simplified and automated.

In summary, EnhanceTV needed a flexible, future proof and scalable technology solution and a modern video portal with a great user interface.

## GOALS

- ◆ **Grow their business:**  
Increase subscriber numbers and expand their library of content.
- ◆ **Offer a great user experience:**  
Build a modern video portal with an excellent user interface, so users will find it easy to navigate and search the site for content.
- ◆ **Implement future proof technology:**  
Ensure that the service is scalable and flexible as EnhanceTV expands its business.
- ◆ **Simplify and automate:**  
Simplify complex processes, automate repetitive tasks and make it easy for contributors to add content.



## SOLUTIONS

Working with Ooyala's Gold partner Digital Logistics, EnhanceTV identified the **Ooyala Flex Media Platform**, hosted on cloud infrastructure, as the solution to its challenges. Digital Logistics designed the solution for EnhanceTV, developed the front end interface, and was responsible for the integration between the Ooyala Flex Media Platform and EnhanceTV's legacy systems.

“The Ooyala Flex Media Platform, with its flexible architecture and strong orchestration capabilities, helps us to increase efficiencies, reduce manual processes, and manage our growing library of content.”

**Stefan Savva**  
Head of EnhanceTV

The Ooyala Flex Media Platform powers the EnhanceTV service from curation, production and ingestion, to distribution. It also facilitated a painless content migration from legacy storage systems.

To start with, 35,000 assets with 40,000 hours worth of video content and subtitles, were migrated from multiple legacy storage silos onto the Ooyala Flex Media Platform. With the **Intelligent Archive** solution, complex metadata validation rules and hierarchical schemas were set to check media and metadata integrity to ensure no data is lost, and to resolve formatting and inaccuracy issues on the fly. Wherever media or metadata did not meet the required formatting standard, the platform automatically transcodes the media or alerts a user to ensure full metadata is provided before archive migration continues.

Ooyala's **Content Production and Content Distribution** solutions help EnhanceTV automate repetitive tasks, simplify complex processes and deliver content timely to multiple channels. Based on pre-set workflow rules, EnhanceTV is able to import and manage a high volume of content uploaded by educators each week, and publish them to their website. When creating and uploading

a new piece of content, a user can add metadata and subtitles, which makes it easier for other users to search for relevant content later. A workflow is then triggered for the clip and its corresponding details to be processed, reviewed and approved before it gets published.

“We needed a solid and scalable solution to modernize our legacy infrastructure, support our business expansion and to manage our large library of content and complex business rules,” said Stefan Savva, Head of EnhanceTV. “The Ooyala Flex Media Platform, with its flexible architecture and strong orchestration capabilities, helps us to increase efficiencies, reduce manual processes, and manage our growing library of content.”



## IMPACT

Once the new service was live, positive feedback was quickly received from both teachers and students. They found it easy to search for relevant content with the new and modern interface.

The new platform has also delivered significant benefits for Screenrights. A range of repetitive, manual tasks have been automated and complex processes simplified, freeing up staff to focus on driving their business.

EnhanceTV has seen increased engagement and usage from their subscribers, and can now drive subscriptions aggressively and scale the service without incremental support costs.

With the new EnhanceTV platform now fully operational, the organization is looking for ways to further enhance the service it can provide to teachers.

“Demand for the ETV service continues to grow and we are constantly looking for opportunities to make it better,” said Stefan Savva. “With support from Ooyala and Digital Logistics, EnhanceTV has become an even more valuable resource that is playing an important role in the education of young Australians.”

Recognition for EnhanceTV also came about when the service won the Innovation in Education category at the 2018 ABE Awards in Australia.

“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 Yarington**  
President, Australian Primary Principals Association



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Now part of Dalet, 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 has become the media factory of choice for innovative content owners worldwide. It orchestrates thousands of video workflows, manages assets and metadata across multiple systems, and analyzes bottlenecks within the entire content supply chain. The Platform utilizes open APIs to integrate with existing systems to provide a single source of truth for media, entertainment and sports companies.

For more information, visit [www.ooyala.com](http://www.ooyala.com). For inquiries, contact us at [www.dalet.com/contact-us](http://www.dalet.com/contact-us)

## About Dalet

Dalet solutions and services enable media organisations to create, manage and distribute content faster and more efficiently, fully maximising the value of assets. Based on an agile foundation, Dalet offers rich collaborative tools empowering end-to-end workflows for news, sports, program preparation, post-production, archives, radio, education, governments and institutions. Dalet platforms are scalable and modular. They offer targeted applications with key capabilities to address critical functions of small to large media operations - such as planning, workflow orchestration, ingest, cataloguing, editing, chat & notifications, transcoding, play out automation, multi-platform distribution and analytics.

## Dalet solutions



## Dalet technologies



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