



CASE STUDY

TELE 5 is a private German TV station that provides series, films and exclusive videos in their online media library (webs and apps). Video management, playing videos, analysis and monetization are to be carried out by nexx.tv's video CMS nexxOMNIA and video player nexxPLAY.



STARTING POINT

Due to the increased importance of video content, TELE 5 has decided to sustainably professionalize their video management. They were looking for a scalable state-of-the-art solution, which organizes the management and playing of videos on the web and in apps in the most professional way. Particular focus was on accelerated workflow, easily understood interfaces, comprehensive real-time analyses and an anticipated increase in video views due to smart technology.

CHALLENGE

The challenge was to seamlessly replace the existing CMS and video-player system and to transfer existing video files, including metadata, to the new nexxOMNIA CMS. Thanks to standardized transferring processes at nexx.tv and the smooth cooperation of all players, this has been achieved in the most uncomplicated way possible. The integration of TELE 5's existing CDNs turned out to be quite easy to implement.

SOLUTION

The provision and integration of the video content management system nexxOMNIA and the video player nexxPLAY for web & apps in cooperation with the digital agency "BUZZWOO!":

- Integrated advertising
- Frontend supplied by BUZZWOO!
- Native player-SDKs
- Integration of Akamai-CDNs by TELE 5
- Integration of VAST4 and Ad Pods functionality
- Transferring existing videos to the new CMS

RESULTS

Successful video management, video play, analytics and monetization via nexx.tv:

- > 500,000 video views per month (10% more than with previous solutions)
- State-of-the-art video CMS & video player
- Successful VAST4 integration
- 20% acceleration of workflow
- Highly satisfied editors, i.e. those who work with the system on a daily basis
- Great user feedback (e.g.: "Finally, a player where the UI is clearly arranged and the integration of advertising works seamlessly - thumbs up!")
- Increased advertising revenues (+15%) through the integration of Ad Pods

"nexx.tv's solution, CMS nexxOMNIA and video player nexxPLAY, is exactly what we were looking for in terms of workflow and customer experience. The workflow is accelerating by about 20% and the customer experience/satisfaction is very good and creates significantly more video views than with previous solutions."

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