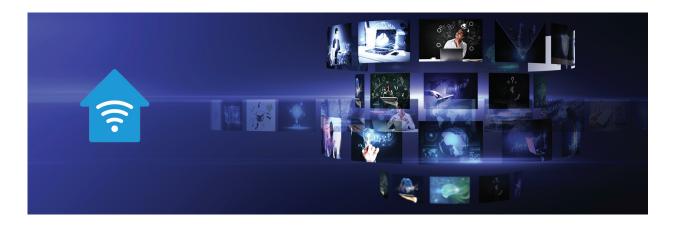## Media & Entertainment Company (MediaCo)
Anonymous Customer Success Story

How A Leading Media and Entertainment Brand Creates Immersive Video Streaming Experiences with Sherpa Stream

Background

MediaCo, a global media and entertainment company, wants assurances that their video streaming platform offers unparalleled security, without compromising on quality, along with flexible customization capabilities. MediaCo needs a solution that can meet these requirements, while also providing value above and beyond what this organization typically requires, in a video hosting, streaming, and content management solution.

The Problem

As a global leader in the media and entertainment space, MediaCo hosts live streams and on-demand video content for limited internal audiences (e.g. dailies and early cuts of new intellectual property for promotional teams to review) and larger public audiences (e.g. demo reels and trailers at large industry conferences or expos).

To be compelling and engaging, video must not only be high quality, but it must also maintain this quality no matter from where or how many viewers may be streaming the content. MediaCo demands a high video quality of experience (QoE) for their high-volume streaming and live events, along with the ability to distribute multiple of these high-quality live video events at the same time to different audience segments. This mix of public-facing videos and internal distribution to employees, advertising partners, and promotional agencies can result in an extraordinarily high volume of audience members consuming video content simultaneously, leaving MediaCo in need of a highly scalable solution.

Sherpa Stream Customer Example: MediaCo

- A large media and entertainment company…
  - 20,000+ global employees
  - Fortune 500-ranked, billion-dollar company
- …hosting, streaming, and managing premium, branded, monetized content…
  - Live-streaming and VOD content
  - A diverse audience with high standards for quality and customization
    - Advertisers
    - Production partners
    - Commercial/Public viewers
- …at scale.
  - Dynamic mix of public, private, and semi-private
    - Marketing, trailers, promos
    - Demo reels, advertising, media buys
    - Paywall-gated, pay-per-view content

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MediaCo often works with a mix of private, semi-public, and fully public-facing content. Due to the dynamic nature of their content security requirements, MediaCo needs a system that can not only protect their assets, but one that is reliable, frictionless, and intuitive. They need to be able to implement automated workflows that ensure proper access to specific assets in real time. Not unusual for media companies of this size, MediaCo has elevated security measures in place, especially for their proprietary and sensitive internal content. Some requirements include employee credential verification, trackable video watermarks, and event monitoring dashboards. They also need the ability to define custom viewership settings for pay-per-view and embedded videos. The best way MediaCo has identified to accomplish this is by having a solution that can be integrated closely with their corporate directory, customer relationship management (CRM), and marketing automation platforms.

Hand in hand with high-quality video content, MediaCo focuses heavily on customizing the audience viewing experience for internal and public-facing live/on-demand videos. Whether accomplished quickly and easily through built-in platform wizards or through more in-depth HTML/CSS/Javascript custom code inserts, curated viewing experiences are integral to MediaCo's video strategy. Tailoring the content that viewers receive is also a top priority. By integrating their video platform with other business tools, MediaCo needs the ability to serve up select playlists of content that are tailored to individual viewer preferences, purchase history, engagement, and more.

The Solution

To provide the best possible viewing experience for their diverse audiences, MediaCo relies on Sherpa Stream for live and on-demand video delivery. The platform adapts the quality of the stream based on the individual viewer's connection speed; a viewer always receives the highest-quality video feed their connection can support, providing the best quality of experience possible.

Another reason MediaCo uses the Sherpa Stream platform for hosting and streaming video content is because it has a security toolkit that contains notable features to protect their intellectual property from being inadvertently or inappropriately accessed, such as:

- Visual, forensic, and trackable watermarking
- Asset-level and domain-level whitelisting and blacklisting
- SSO/SAML integrations
- Personalized URLs with expiration settings and click tracking
- Just-in-time security, such as event lockouts and on-the-fly additions
- API integration flexibility to connect with other security tools

MediaCo: Securely Hosts and Streams

- Company All Hands/Town Halls (streamed live or recorded on-demand)
  - Whether for a smaller internal audience, or a company-wide address, it is important to MediaCo that the video is only accessible after validating a viewer's credentials.
- Channel/Sales Enablement
  - MediaCo employs watermarking, link sharing limitations, and domain whitelisting to give access to proprietary materials to outsourced teams and partners, without concern that the materials will fall into the wrong hands.
- Monetized and gated content (e.g. pay-per-view)
  - MediaCo connects their video content library to customer relationship management and eCommerce tools to validate purchase histories and provide relevant content to those who paid to view it.

MediaCo: Maximizing Production Value and Quality

- High-Quality Video Experiences
  - The best quality content is consistently delivered
    - Based on viewer bandwidth, not throttled at the source
    - HD content streamed without quality loss
    - Reliable delivery to tens of thousands or more concurrent viewers
- Engaging with audiences through interactives and overlays
  - Consistent on all owned domains and 3rd party embeds
  - Branding & graphics
  - Engagement checkpoints
  - Live polls
  - Q&A
  - Viewing Parties & Breakout Rooms

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Sherpa Stream also enables MediaCo to fully customize their player pages and content portals through a wide range of user-friendly customization features, immediately available within easily accessible settings windows. One way of doing this is with subtle video player design variations that are tailored to certain demographic characteristics, like location or job title. These branding customizations (having a specific business unit's emblem, for example) make audience members feel more immersed in the content as opposed to passively watching. By also giving viewers options to customize their own individual experience on a self-service basis – such as by allowing them to choose whether they engage with the Live Chat or answer an on-screen poll – MediaCo is giving viewers reasons to linger on the page and watch more of the videos. Other ways that they create tailored viewing experiences include:

- Customizable registration forms, page layouts, and player branding

  These allow administrators to easily create custom viewing experiences, which can be as simple as custom-skinned players or as complex as paywall-protected content with dynamically-updated playlists of recommended videos.

- Personalized URLs and easy embed code builders

  These not only enable content producers to easily post and share their videos on external landing pages or other digital experiences, but also allows them to build demand for further content with customizable video links that have features like watch count and link sharing limits.

- Built-in templates with on-the-fly customization capabilities

  These streamline production timelines and enable further curation by templatizing and automating customizations based on criteria such as viewer location, purchase history, prior videos watched, and more.

As a media and entertainment company on the leading edge, MediaCo has integrated Sherpa Stream tightly within their production and distribution workflows. With an open API and platform architecture, MediaCo leverages Sherpa Stream to extract added value and flexibly work with these other tools, creating more streamlined processes that allow them to focus more on developing impactful content journeys.

MediaCo: Protecting Live and On-Demand Video Content

- Securing Video Content
  - Highly confidential content is live-streamed and delivered on-demand securely, and reliably, for internal audiences
    - Town Hall meetings
    - Executive communications
    - HR/training
  - Limited Audience content is served to select groups of advertisers, production partners, and viewers
    - Pitching properties for ad placements
    - Demo reels for product sponsorships
    - Test cuts for focus groups
    - Paywall-gated, monetized video content

MediaCo: Curating A Personalized Viewing Experience

- Custom-Branded Video Experiences
  - Custom API integrations to other business tools extract value and automate workflows
    - Video editing software
    - Live production & streaming systems
    - CRM systems
    - Marketing & eCommerce tools
  - Fully customized player branding, tailored for each audience segment, improves engagement
    - Customized UX based on intended audience
    - In-platform wizards, code inserts, and custom development work with APIs
    - Prescriptive add-on content
  - Content journeys are curated through metadata-based smart playlists in the platform, including:
    - Purchase history/pay-per-view
    - Watch habits
    - Location
    - Preferences

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Conclusion

Creating unique, curated streaming experiences is what sets MediaCo apart from competing media and entertainment brands. Maintaining a high level of quality and control over those experiences is also a critical factor when considering which platform to be their primary streaming and hosting solution. Above all, to stay on the forefront of innovation, MediaCo needs a solution that can be flexibly adapted to accommodate evolving consumer trends.

With Sherpa Stream, live event and video creators can implement high-quality, secure, and customizable viewing experiences, with professional services packages for production support, consultations, custom platform configurations, and more.

Benefit from the platform's flexible, open architecture and ensure that viewers can watch Sherpa-streamed videos on any device – like mobile phones, laptops, tablets, and desktops. Completely control the branding, content management, and distribution of your videos using the platform's centralized, intuitive dashboards.

For More Information:

Learn more about how Sherpa Stream can meet your enterprise video hosting, streaming, events, and content management needs. Visit:

https://www.telestream.net/sherpa/overview.htm