PREVIEW

Endemol needed a video asset management system that allowed them to digitally share their programs in the cloud and through downloads with their current and prospective clients - so they could stop shipping DVDs all over the world.

MAINSTREAM DATA'S MEDIASHOWROOM HELPED ENDEMOL

- **Eliminate costly DVD production and shipping**
- **Track interest in their programs with detailed customer analytics**
- **Move adoption time from 12 months down to 3 months**
- **Get all their users on the system quickly and efficiently, and easily add new ones moving forward.**
- **Have programs immediately available for customers to preview.**

Endemol Worldwide Distribution Saves Time and Money with MediaShowroom

Endemol needed a video asset management system to host, manage, and most importantly, allow their clients to remotely screen and download their library, and they needed it operational within four weeks.

Mainstream's task was relatively simple; deliver a robust screening room platform in time for MIPTV, a television production and distribution conference held in Cannes, France each spring. The initial launch required 800 users and 1,000 episodes of television content to be up and running on the first day, with the additional requirement that the platform seamlessly scale with user and storage growth moving forward.

The installation of the screening room, has allowed Endemol to save money on shipping costs, improve time and communication with their clients, and track exactly how their programs are being used and viewed around the world.

ABOUT ENDEMOL

Endemol is the largest independent television and digital media production company in the world. It comprises a global network of around 90 companies in more than 30 countries and is headquartered in Amsterdam, the Netherlands.

The company annually produces over 350 series across genres, including entertainment, reality TV, game shows, comedy, drama, sport, kids programming, factual, docu-dramas and features.

Endemol works with roughly 400 broadcasters, digital platforms and licensees worldwide. The business covers development, production, marketing, distribution, franchise management and multi-platform initiatives such as gaming, apps and digital video.

Credits include international hits such as *Big Brother*, *Deal or No Deal*, *Wipeout*, *The Money Drop*, and *Your Face Sounds Familiar*. The company's growing drama and comedy portfolio includes *Hell on Wheels*, *Hot in Cleveland*, *Kirstie*, *Leverage*, *Home and Away*, *Death Comes to Pemberley,* Emmy Award winning *Black Mirror*, *Ripper Street*, *Peaky Blinders*, and the forthcoming World War I drama *The Crimson Field* for the BBC.

As one of the world's largest independent distributors of formats and finished programming Endemol launches over 50 new entertainment formats each year on broadcast networks around the world and distributes more than 29,000 hours of content. The company's creative teams around the world are continuously developing new ideas that are shared across the Endemol network.

Endemol Worldwide Distribution is a strong, independent, global distributor, with the catalogue currently ranked as one of the largest English

language programming libraries, outside of the US Studios. Following the 2009 acquisition of Southern Star, the distribution division has doubled its turnover. Endemol Worldwide Distribution's catalogue comprises an equal balance of Endemol produced product and that acquired from third party producers. Key third party titles include *Home and Away*, *Hot in Cleveland*,

While shipping prices varied depending on where the DVD was being sent, just producing the DVD was ~$20 USD!

The Block, *My Kitchen Rules*, *The Crimson Tide*, *Jonathan Strange and Mr Norrell*, and the recently acquired Anthony Bourdain CNN franchise.

THE CHALLENGES

Endemol faced a few challenges screening their content with clients. Only one of those challenges was cost. Their existing screening process worked, but it had some disadvantages. The primary process required a client to visit Endemol's website or contact their salesperson to create an order for one or more programs. The next morning a DVD would be produced and shipped out to a client. Endemol was sending out some 14,000 DVDs a year.

While shipping prices varied depending on where the DVD was being sent, just producing the DVD was ~$20 USD! From the outset, the screening room practically eliminated those costs. The proposed DVD phase-out timeline of 12 months was quickly reduced to 3 months time due in

large part to the accelerated adoption of the screening room by Endemol administrators and customers.

The ease of going away from DVDs also expedited the transition. One of the big advantages of the Endemol set up was the ability for clients to download as well as stream content.

Another challenge Endemol faced was time. The screening room eliminates the production and shipping time associated with DVD.

Endemol faced another challenge every company continually faces: trying to improve their communication with their clients, while trying to better meet their client's needs. Tracking how their clients engaged with their content was a very manual process that involved the client requesting a DVD online and then requiring a sales person to track them down via the phone to see whether the client wanted to buy that content and what they'd like to see more of.

Today the screening room helps them track engagement data about their customers – searches, views, user activity, downloads, and more.

HOW THEY USE MEDIASHOWROOM

"Now, we can track everything from who viewed it, how long they've looked at it, if they've downloaded or streamed it

The screening room helps Endemol be more responsive to their client's needs.

Endemol Worldwide Distribution is a leading global distributor of top TV titles.

and we can import this information every day and get a look at how our clients are viewing our programs," said Jason Jefferyes from Endemol.

Today Endemol relies on the accessibility of having all their content on one platform for their clients to search, find, and view – a one-stop solution for their clients that reflects positively on Endemol. Programs are available any time their customers want to view it anywhere in the world with an internet connection – though if a user wants to download it and watch it later away from the office without an internet connection, that's possible too.

The screening room helps Endemol be more responsive to their client's needs. Adding new programs is fast and directing new clients to existing content is even faster.

It seems to be working too. Since Endemol went live with 800 users, they've tripled their number of active users to 2,400 and continue to add several new ones every week.

Mainstream Data has helped Endemol successfully manage their digital content with the screening room – and we continue to grow our partnership today.

Find out what Mainstream Data and MediaShowroom can do to help your company make your digital assets more available for your customers. Contact us today for a free demo.