

MEDIA CASE STUDY

EVEN THE MOST INFLUENTIAL COMPANIES NEED HELP WITH THE TRANSITION TO VIDEO



CUSTOMER PROFILE

- World's most influential media company in NY, with 90 iconic brands
- Over 50 websites reaching 120 million monthly visitors with 1 billion user-initiated video streams
- Grew digital advertising revenues by 11% to \$331 million from prior year
- Aggressively moving to video & mobile in response to decline in traditional print & advertising revenue



BUSINESS CHALLENGES

- Lack of a shared asset library leading to wasted time & frustration from redoing work, rather than repurposing projects
- Lack of project visibility in a high volume production environment that creates thousands of videos a week
- Asset locations and information completely based on personal knowledge and memory
- Lack of an efficient approval process to export video content quickly enough for publishing breaking events
- Lack of Rights Management tracking that can lead to costly lawsuits & royalties
- Lack of visibility on assets available across all brands for reuse & repurposing
- Lack of reporting tool to give senior management analytics on creative teams' productivity



CHOOSING EVOLPHIN

Evolphin was chosen because it was the only solution that could address all of the Company's video processing related problems. Evolphin solved all collaboration, repurposing, and searching issues with Zoom, its centralized library for all of the Company's digital assets. Zoom acts as a smart hub, connecting their video production systems together, including external systems, and providing automatically generated Analytics to track and monitor ongoing projects.



IMPACT HIGHLIGHTS

- Estimated 30 - 40% faster turnaround for creating videos daily from streamlined production workflow
- 25% total increase in video production quantity after deploying Zoom
- 40% decrease of overall storage growth since Zoom's introduction
- Significant increase in productivity by cutting down miscommunications, redoing work, and searching for files
- Faster review cycles, and faster turnaround time working with groups around the world.
- Greater insight into team projects and productivity through Zoom Analytics.

