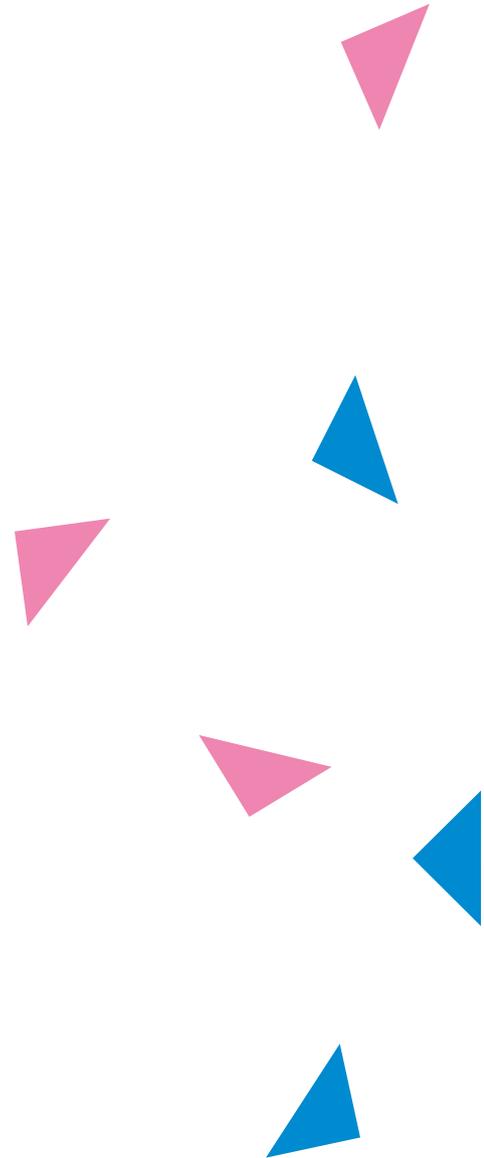# BeBanjo Case Study:
BT TV and BT Sport

BT are the UK's biggest broadband internet provider, with a 39% market share; BT TV has established itself as a fast-growing pay-TV platform in the UK with 1,500,000 subscribers in May 2016, and BT Sport has around 3,000,000 direct customers.

About BT TV

BT TV is a pioneering digital TV platform, combining Freeview, a PVR, catch-up services and on-demand content delivered via BT Broadband. BT TV is also available on YouView.

BT TV is powered by BT's Vision Online Services Platform which consists of several bespoke and third-party components including Content Management and Media Asset Management systems, which are now integrated with BeBanjo products.

About BT Sport

BT Sport was launched in August 2013 and brings real competition to the UK pay-TV market with three channels: BT Sport 1, BT Sport 2 and ESPN. BT Sport 1 and BT Sport 2 are available on the BT TV service as well as on linear services such as Freeview.

BT and BeBanjo

Following a comprehensive and successful product trial, BT entered into a deal with BeBanjo in April 2012 to use the Movida, Metadata, and Sequence products for the management of the BT TV services. The various operational teams within BT TV and BT Sport made the transition into live operations with our products between November 2012 and July 2013.

Working with BT's procurement and implementation processes means that our products have been through a thorough business and technical analysis by BT, and our technical and operational capabilities have been scrutinised. We have demonstrated our ability to meet high targets for availability and performance. BT have benefited from our deeply ingrained agile development and working practices that enable us to deliver new features and changes quickly and to a very high quality.

Our products are now enabling BT to grow their pay-TV services without an increase in the size of their operational teams; additionally, BT are able to rationalise systems and processes, cleanup existing data, and increase the overall quality and efficiency of their service operations.

BT and BeBanjo integration overview
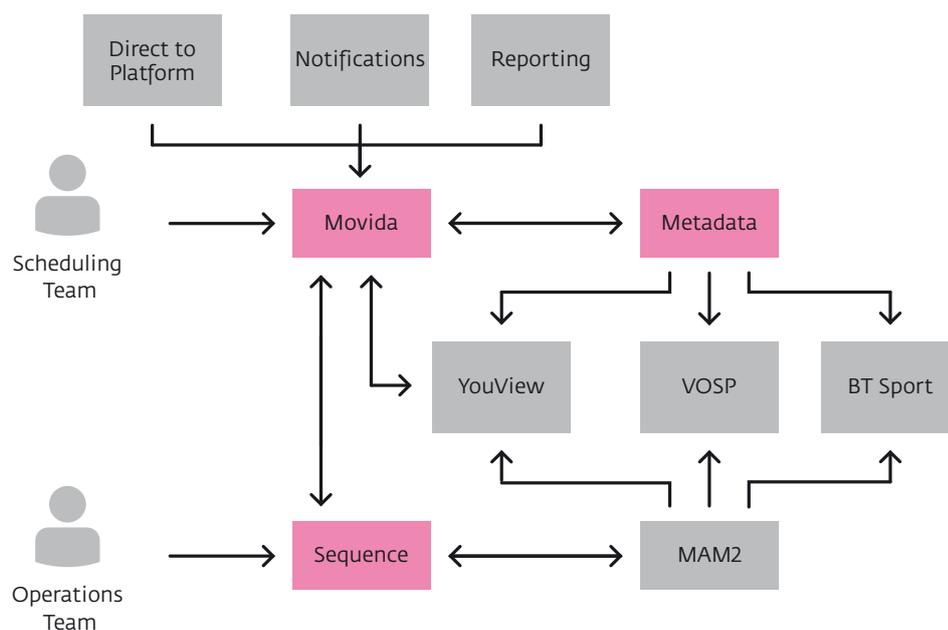
Historically, much of the integration between the various components of the BT TV systems relied on manual processes, spreadsheets, and ad-hoc conversion utilities. Co-ordination between teams across physical locations was labour-intensive and prone to errors.

The technical design of the new solution puts BeBanjo products at the heart of all operational activities. It eliminates spreadsheets and increases automation. Wherever possible, cross-platform activities are carried out only once, using BeBanjo products. To implement this solution:

- BeBanjo developed new Metadata export profiles for the BT TV platforms.
- BeBanjo developed specifically-requested product enhancements.
- BT integrated their systems with Movida and Sequence using the BeBanjo APIs.

Movida and Metadata

A team of more than 20 schedulers use Movida to manage the content catalog for the BT TV services. Movida's scope includes: editorial metadata, non-linear rights, and non-linear scheduling on the the BT TV IPTV platforms, including YouView, and the BT Sport digital platform. The Metadata product is fully integrated with Movida and enables a scheduler to publish content to all BT TV platforms.

Third parties also use Movida to update the catalog and its metadata; this process is simplified because of our SaaS approach.

The Movida and Sequence integration with the MAM automates the delivery of content to the BT TV platforms; the seamless Movida integration with Sequence means that a scheduler always knows the current status of the media associated with a piece of content and can work closely with the media operations team. Movida is also integrated with other BT systems that receive Video On-Demand content from their partners.

These integrations mean that BT now has a single view of all their content in Movida, regardless of its source or destination.

Sequence

A small media operations team use Sequence to manage the delivery of content to the platforms for BT TV and BT Sport.

Because Sequence and Movida are fully integrated with BT TV systems, Sequence can trigger the transcoding and delivery of content. The media operations team also use Sequence to track the manual processes required when ordering material from content providers and delivering it to the BT TV platforms. Sequence has replaced all Excel document based processes and workflows that were used by the media operations team.

At all times the media operations team have complete visibility of their current and upcoming workload, and any problems that need to be fixed. The seamless integration between Movida and Sequence enables the scheduling and media operations teams to work closely and efficiently together, even though they're at different locations across London.

Sequence has enabled BT to rationalise their media operations workflow, and some tasks that were carried out by the media operations team are now performed by the scheduling team. This is saving time and money by simplifying and automating the content delivery workflow.

The reporting features in Sequence enable KPIs (for content providers and internal teams) to be tracked and measured; data can easily be exported as Excel documents for further analysis.
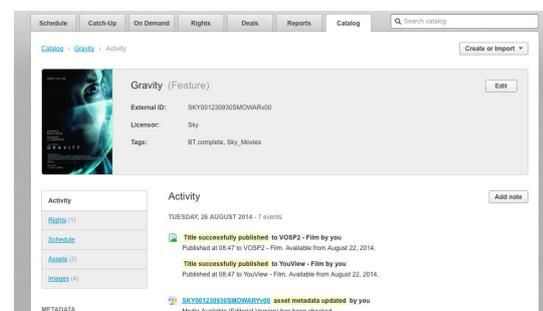
All BT TV and BT Sport content is available in the Movida Catalog

Arkena

About BeBanjo

We are an agile company of talented developers, designers and Video On-Demand specialists and we like to take good care of our customers; that is why we focus on making easy to use, easy to learn, collaborative tools that our users love. We make Video On-Demand operations easier, faster, better, so that our customers are free to concentrate on really running their Video On-Demand business. A wide range of companies successfully operating in the on-demand space already trust us. BeBanjo was founded in 2008 and is part of Arkena.