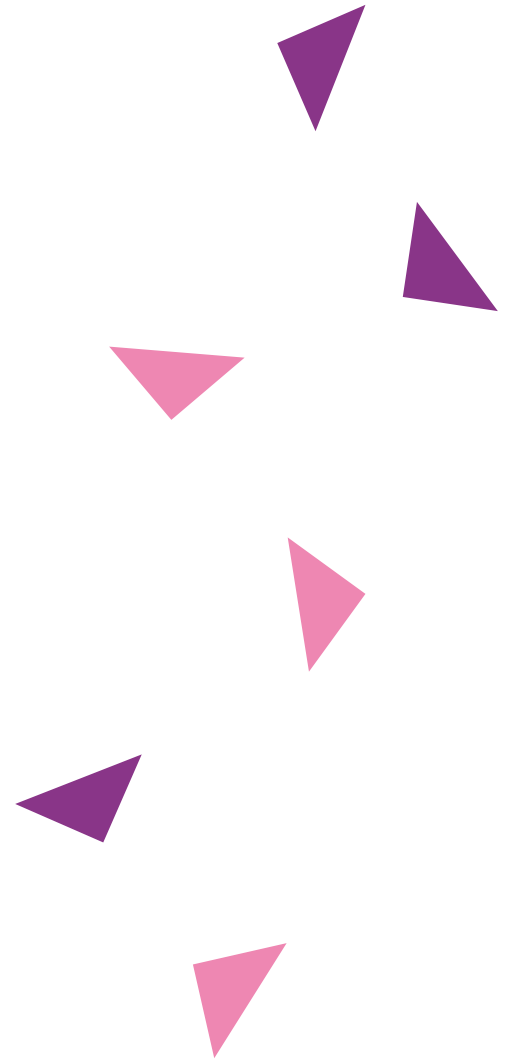


# BeBanjo Case Study: Channel 5



Channel 5 – the youngest of the public service free-to-air broadcasters in the UK – delivers on-demand services that punch well above their weight. From connected TVs to game consoles, Demand 5 is now available on an array of connected devices. Behind the scenes, a small operations team efficiently runs the service and BeBanjo is part of their story.

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## About Channel 5

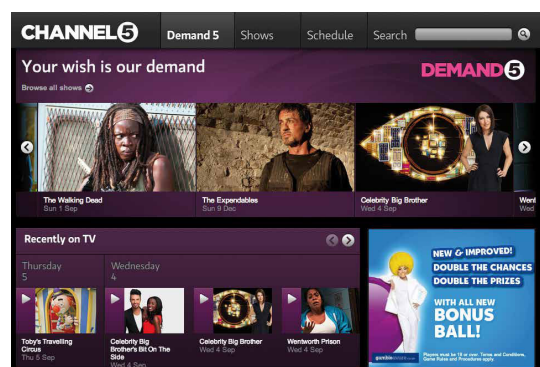
Channel 5 broadcasts to over 40 million viewers every month, featuring flagship programmes such as The Mentalist, Big Brother, CSI and The Gadget Show.

Channel 5 manages non-linear services that include both catch-up (*i.e.*, “replay”) and archive content, currently distributed to 20 different platforms including cable operators (*e.g.*, Virgin Media), IPTV operators (*e.g.*, BT Vision), the web ([channel5.com](http://channel5.com)), mobile devices (*e.g.*, iOS), games console (*e.g.*, PS4, Xbox One), connected TVs (*e.g.*, Samsung Smart TV).

Channel 5 is also a shareholder in YouView, a major OTT platform in the UK, also backed by the BBC, BT and other broadcasters and ISPs.

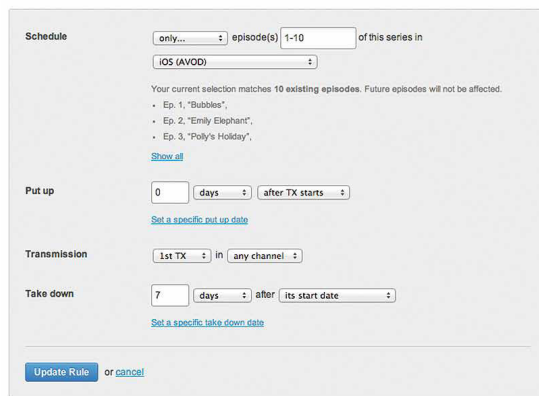
## Channel 5 and BeBanjo

Channel 5 has been working with BeBanjo since 2009 and now extensively uses BeBanjo’s full product set – Movida, Sequence and Metadata. BeBanjo tools help Channel 5’s small team run an efficient and high-quality VOD operation, delivering complex services, with high content volumes on multiple platforms.



## BeBanjo Movida

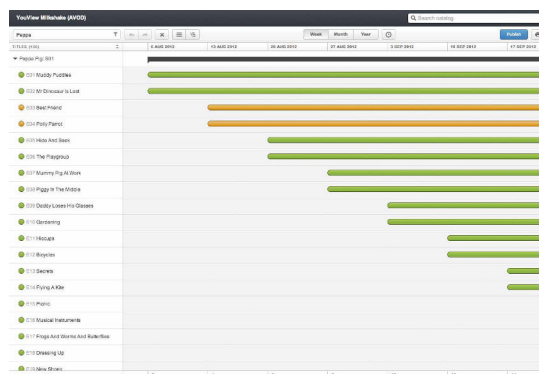
With BeBanjo Movida, Channel 5 manages non-linear rights, metadata and schedules for 15 live and several developing VOD platforms. Channel 5's core VOD offering is television catch-up, following the linear schedule of Channel 5, 5\* and 5USA. Movida integrates with Channel 5's linear scheduling system provided by Pilat Media and efficiently produces multi-platform schedules, by defining catch-up rules in Movida, e.g., "All episodes of the Mentalist to be made available for 7-day catch-up on iOS service".



Setting up a catch-up scheduling rule in Movida

In just a few clicks, dozen of episodes are scheduled. Any change to the broadcast schedule (for instance, if an episode is pulled out from the broadcast schedule at the last minute) is automatically reflected by Movida in the VOD schedules.

Channel 5 also schedules archive VOD content using Movida's visual schedule editor.



Movida's intuitive visual schedule editor

Movida enables collaboration between the scheduling and rights teams at Channel 5. All non-linear rights are recorded in Movida. Any rights and scheduling conflicts are clearly flagged.

## BeBanjo Sequence

With BeBanjo Sequence – integrated with Movida – Channel 5 tracks the operational workflows underpinning their VOD services: delivery of materials from the licensors, progress with ingest, transcoding and QC, preparation of editorial metadata and images, and delivery to the end-platforms.

Sequence is used by teams in multiple locations, both within Channel 5 and its external suppliers. It allows the coordination and prioritisation of the work, the escalation of problems, and ensures that each title ends up on the right screen at the right time.

## BeBanjo Metadata and YouView

With BeBanjo Metadata – also integrated with Movida – Channel 5 publishes VOD schedules and metadata for Demand 5 on YouView. Publication to YouView is a complex process, requiring multiple asynchronous transactions of metadata to the appropriate YouView format. BeBanjo Metadata handles these complexities, so that Channel 5 users can publish at the push of a button.

Asha Wolstenholme, VOD Operations Manager at Channel 5, says: "BeBanjo's products successfully and efficiently underpin all the day-to-day processes required for the operation of Demand 5. In a complicated rights landscape across a multitude of platforms and devices, where around 1,000 VOD assets are delivered every week, the availability of robust and dynamic tools to facilitate operations is crucial; Movida, Sequence and Metadata more than step-up to the mark."



## **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.**