vidispine
An Arvato Systems Brand

Avatega
Cross-platform Media Planning
& Rights Management

# Scalable Cross-Media Broadcast Management

The Avatega media solution supports the innovative German TV group in their quest to keep audiences engaged across all platforms.

**The media company of today must be able to use all channels in order to reach the public. For the innovative company, strategic technology decisions are essential in providing the services that advertisers and audiences demand.**

**Thorsten Speck**
IT Director, Constantin Medien

**Background Situation**

As a strong brand, especially for the youth demographic, SPORT1 has steadily strengthened its digital position. This proved extremely challenging for the legacy business management system. A future-proof IT solution was needed, with the ability to respond quickly and flexibly as new market requirements and business cases arise.

**Vision**

Timo Steinbrenner, Project Director, maintains: "It was obvious that we needed more than an integrated Broadcast Management Solution. To protect our business, we had to be sure that we could deliver a technologically superior solution that would enable us to expand the business in any given direction. We wanted, for example, the ability to launch new content platforms in record time, to internationalize our services and to provide new types of services for our media partners. This would only be possible with a scalable, customizable solution. Surprisingly few suppliers offer this kind of solution."

## CONSTANTIN
### MEDIEN AG

## The Customer

–  With TV station SPORT1 and SPORT1.de, Constantin Medien operates one of Germany's sports platforms with the widest reach.

–  The SPORT1 multimedia umbrella brand represents premium live sport, proven sports expertise, and high-quality, entertaining reporting. Under this brand, SPORT1 GmbH, a subsidiary of Constantin Medien AG, combines all its TV, online, mobile, radio, and social media activities.

–  Implementing the latest technology is a key part of the Constantin Medien corporate strategy to maintain their competitive advantage.

**Industry**

–  Media and Entertainment

# Case Overview

**Task**

OverviewTaskWith around 3 million users, SPORT1 provides one of Germany's leading sports portals. As the quantity of content increases, so does the need for consistent, updated content information. The installed systems were not able to keep up with these requirements. In order to serve the needs of the cross-platform business more efficiently, separate systems needed to be replaced with a fully integrated and technologically advanced solution.

**Technology**

SPORT1 selected the Avatega Broadcast Management solution from Vidispine, an easily scalable standard solution based on Microsoft Dynamics.


MODULES:
– Program/Content Management
– Intellectual Property Management
– Contract Management
– Multi-Platform Scheduling
– Media Management
– Transmission Management
– Asset Ledger

**Result**

With Avatega, SPORT1 has a technologically flexible Broadcast Management solution that provides them the ability to expand their business in whatever direction they choose.

**Solution**

Designed by the Arvato Systems Vidispine team to meet the requirements of the media industry, Vidispine Avatega is based on Microsoft Dynamics. This technology was selected primarily for its layered extensible architecture, which makes it easy to integrate specific media industry, regional and customer functionality while the core contains the extensive Microsoft functionality, always updated to the latest version. Customers benefit from the latest developments in security standards and Cloud models as well as Microsoft Office, SharePoint and Reporting Services integration.

Holger Noske, Vice President Broadcast Solutions at Arvato Systems, comments: "In the past, broadcast business management systems were typically developed from the ground up, starting from the database management system. By building on Microsoft Dynamics, we took a radically different approach. Our development efforts were significantly reduced, allowing us to focus on areas where we add value as a specialized software vendor. We created an adaptable solution that can be configured to meet the individual needs of the customer."

With Avatega, SPORT1 can be confident that they have a productized solution with a clearly defined roadmap for the future.

**Our Services**

After detailed market analysis and receiving several proposals, the contract was awarded to Arvato Systems.

In the initial phase, the standard solution was configured and built according to the detailed requirements provided by SPORT1. Data was migrated into the new system after which Arvato Systems and SPORT1 tested functionality and workflows, familiarized the SPORT1 end users with the new system, and trained administrators to manage configuration changes themselves. After six weeks of working in parallel, the solution went live only a few months after the start of the project, and since that time has supported the business operations 24 hours a day, 7 days a week.

The Avatega technology is always updated and in line with Microsoft standards. In a subsequent project phase, the system was integrated with the existing SPORT1 marketing system, enabling smooth and hassle-free workflows to cover both content management and marketing.

Customer-requested changes were discussed by a team from both companies from the outset, and the changes were implemented jointly. This improved the Arvato Systems Vidispine teams understanding of the business needs, and at the same time the customer team was able to enhance their knowledge of the IT platform.

In addition to their current working relationship, Arvato Systems and Constantin Medien are working to strengthen their strategic partnership, with regular meetings where the two companies review the Vidispine solution roadmap and discuss the impact of current industry trends.

**The Arvato Systems team understand how to get to the heart of their customers' business processes, and they are able to leverage the latest technology in implementation. We appreciate their years of experience in the media sector.**

**Timo Steinbrenner**
Head of Information Services & Design,
Constantin Medien.

**Customer Benefits**

The Microsoft Dynamics solution is an integrated system that can be used across all areas of the business and provides the scalability and adaptability needed by Constantin Medien for future growth and response to changing requirements.

PROCESS AUTOMATION

Automated workflows streamline processes and save resources. Tools for inserting trailers and on-air promotions can be launched from within the Program Planning module. The system truly excels when changes need to be made to the schedule on very short notice; the integrated solution enables these changes to be implemented rapidly – a major benefit for the customer.

DATA CONSISTENCY

With Avatega, data is now stored in a central system location. Support for all workflows helps users in every department to understand what is happening across the business. The data that SPORT1 uses for reporting and operational analysis is more up-to-date and accurate. And, with a better understanding of the complete business context, better decisions can be made.

CROSS PLATFORM SCALBILITY

With multi-layered, open architecture and flexible configuration options, Microsoft Dynamics supports the evolving business needs of SPORT1. Administrators are able to implement minor changes themselves and processes can be more effectively adapted to the changing environment.

FLEXIBILITY FOR THE FUTRE

"In the media industry, change is a constant, meaning that speed and flexibility are vital," says IT Director Speck. Constantin Medien has already started to use the solution to launch new channels without having to employ additional staff. "This is just one example of how we are able to grow the business and at the same time improve our efficiency," he adds. "With Avatega we have an ERP solution that will help us to expand our business."

# About Arvato Systems
# and Vidispine

Gobal IT specialist Arvato Systems supports major companies through digital transformation. More than 3,000 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support.

Vidispine is a brand of the Arvato Systems Group. The Vidispine portfolio enables companies working with media to focus on their core business by providing easy access to technology that supports their business needs. Our platform enables customers to get the maximum value from their assets, rights, media inventory and market.

As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success.

You have questions, need information or a contact?
Get in touch with us.

Email: hello@vidispine.com
Phone EMEA: +49 221 28555-0 | Phone NA: +1 866 314-3622
vidispine.com | arvato-systems.com