



# Integrated Video Distribution & Social Community

## Case Study

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# Company Overview:

## An Atlanta Based Online Media Company

An Atlanta based Online Media Company offers a PC application that lets TV watchers personalize what they watch and when. With more than 100 content channels, company captures local, national, and international entertainment. Content is broadcast through a virtual broadcast network via their Media Center software, and all content is protected using built-in digital rights management (DRM) software. The Media Center service is free, letting viewers personalize digital content, including video, music, movies, and photographs. An up-and-comer in the digital media distribution wars, the company is working to create a more holistic “channel” experience than pure, short form clip-posting. At the same time, the company is focusing on the community elements of digital media sharing and distribution. This unique combination offers a whiff of originality in this increasingly crowded space.

### Challenges:

1. To provide Different Media Player Format
2. To provide Video on Demand.
3. To Implement DRM on the content.
4. To provide Contextual Advertising.
5. Create White Labeled Websites for the company.

### Solution:

Mastiff Tech provided an end to end solution by providing an ODC for the client. The modules that Mastiff has provided solutions include:

1. Professional File Uploader ( Windows Application )
2. Reporting module
3. Layered service provider
4. WMV encoder
5. FF mpeg encoder
6. Ecommerce Module
7. Advertising Module
8. File Caching
9. DRM

### Result:

The company is moving ahead with the plans to increase the ODC to make it bigger and all the solution provided by Mastiff have been approved and acknowledged by the client.

**Domain:** Online Media

**Type:** Windows Based Solution/Web Application

**Technology:** NET 2.0, ASP.NET 2.0, C#, SQL 2005 Enterprise, Windows Service.

