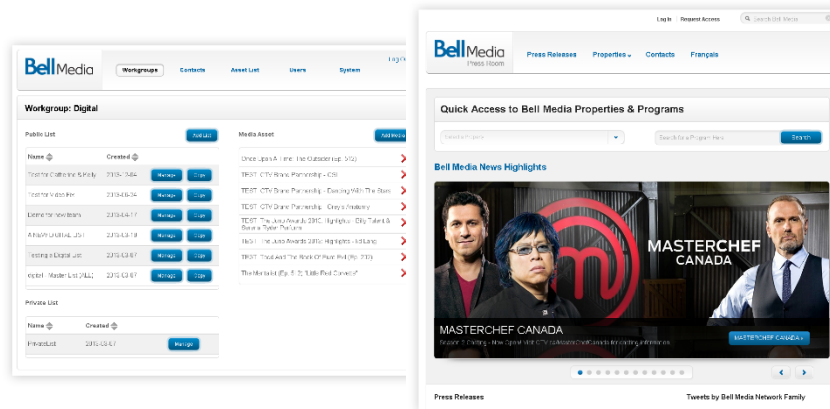




## CASE STUDY: Bell Media Digital Rights Management



### CLIENT CHALLENGE

Bell Media created a press release media site to serve images and videos to the press. They wanted to integrate this media site with the Bell video streaming server and Digital Rights Management (DRM) mechanism to prevent unauthorized access. Since their media contacts were in a separate database, there were information islands causing duplication of data entry. They wanted a unified system integrating all these different sub-systems together. Bell attempted to integrate their systems using the current vendor for the portal without success and needed a solution to this challenge.

### SOLUTION

JIG reviewed the architecture of the 4 sub-systems and created custom integration modules that would read and write to all these sub-systems. All the data was stored in a centralized database, so all lists, permissions and data could be managed from a single location. In addition, JIG built a web portal front-end to this database allowing easy access for the entire PR team, regardless of their location.

### RESULTS

Though Bell Media previously determined it wasn't possible to integrate these sub-systems, JIG was able to link these sub-systems together seamlessly. This new system allowed Bell Media to contact their constituents faster with highly engaging videos and images in a controlled manner. The promotions department could more effectively create the desired buzz around new Bell Media shows and events. In addition, the list and contact management allowed for a streamlined way to share and manage their relationships amongst the group.