# Driving Growth in the Media and Entertainment Industry with Drupal

The Internet has changed the way the business is done, especially in the Media and Entertainment space. With the introduction and adoption of web 2.0 technologies such as blogs, wikis and social networks, consumers are now actively involved in creating, distributing and consuming content at their convenience. This development alters traditional business models significantly. These changes are directed at three areas in the media and entertainment industry:

- Making consumers a part of the ecosystem by engaging and interacting with them proactively and creatively on the Internet

- Monetization - digitization of traditional business models in order to create newer revenue streams

- Content is everything - completely automating the content experience from acquisition, production, packaging, distribution and archiving
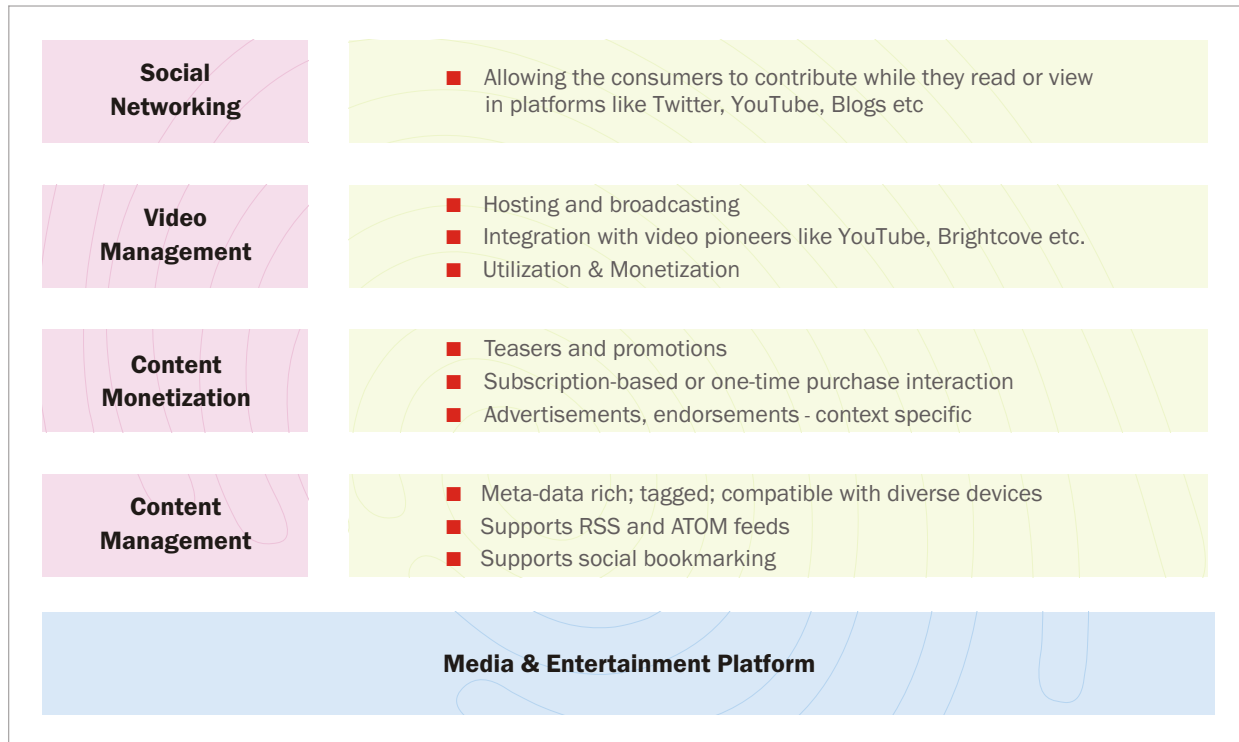
Making all the three areas work in a coordinated manner is what will help the industry excel in the current market conditions. This is a fairly big challenge and requires fundamental changes at all levels towards accepting the realities and jumping to the new growth curve effectively.

This paper introduces a crucial piece of technology that needs to be considered for driving innovation based on the changing realities in the market place. We will talk specifically about Drupal and why we believe it is the right choice for the media & entertainment industry.

**WHITE PAPER**

## Media & Entertainment Industry - Technology Landscape

Media and Entertainment industry portals have specific needs that include enterprise-class content management features that include text, audio, video, polls, contests and would need to work together with other line-of-business applications. Essentially, all the different contents created dynamically will also have to generate revenues and allow consumers to actively interact, review, duplicate and comment on them in the social networking space.

Overall, the technology landscape would have the features depicted in the diagram below along with integration of these with other applications.

| **Social Networking** | ■ Allowing the consumers to contribute while they read or view in platforms like Twitter, YouTube, Blogs etc |
| --- | --- |
| **Video Management** | ■ Hosting and broadcasting<br>■ Integration with video pioneers like YouTube, Brightcove etc.<br>■ Utilization & Monetization |
| **Content Monetization** | ■ Teasers and promotions<br>■ Subscription-based or one-time purchase interaction<br>■ Advertisements, endorsements - context specific |
| **Content Management** | ■ Meta-data rich; tagged; compatible with diverse devices<br>■ Supports RSS and ATOM feeds<br>■ Supports social bookmarking |

**Media & Entertainment Platform**

## Drupal - is it the choice of the Media & Entertainment Industry?

Some of the big name sites that use Drupal in the Media and Entertainment industry are InfoWorld, Grammy, Radio Netherlands Worldwide, Australian Broadcasting Company, CNN, BBC and Reuters.

Drupal provides a number of features that are appropriate for Media & Entertainment companies - both in terms of technology and business models that they look to pursue. Content management, content monetization, social media integration, application integration - all of this is done very easily.

## Drupal - Making it work the way you want!

Drupal is extremely customizable as it has hundreds of modules for implementing different features. It also uses PHP which is open source and support resources are readily available. Drupal as a platform supports most customizations and needs of Media & Entertainment industry is:

**Video player integration -** easily integrate Drupal with YouTube, Brightcove, etc., to display and monetize the video repository available with the organization

**Photo gallery -** available as a module, where you can customize it with templates, viewing preferences, rating, scorecards and many other features

**Social bookmarking** - allow visitors to interact with contents; review and rate them in hundreds of social media sites easily by the click of a button.

**Single Sign-On (SSO) -** seamless integration of Drupal with any other application, enhancing the customer experience from a single interface.

**Search friendly -** allow web developers to do on-page SEO easily; semantics allow context-specific search within the large repository for easy retrieval.

**Scalability -** extremely scalable, can accommodate huge volumes of data and allow millions of hits on an hourly basis.

**Workflow** - define your own workflow and implement them for both your internal stakeholders and external stakeholders.

**Payment integration -** support for eCommerce engines and payment gateways that allows commerce sites to be put together at a much faster time.

Drupal, like any other Content Management System (CMS), allows custom web designs, web templates, and module development with various levels of security and access controls.

## Conclusion

Drupal is open source, which means you do not pay a license fee for using it. In addition, there is a huge development and support community that provides information and helps troubleshoot your Drupal implementation. Ivesia is a part of this community that contributes to Drupal development and customization for large customers in the Media & Entertainment space. Ivesia's Drupal service offerings include architecture, development, customization, integration, extensions, testing, hosting, support and maintenance.

## About Ivesia

Ivesia Solutions is a global leader in providing information technology solutions. Ivesia offers software development, software QA and project staffing services through a global delivery model. Ivesia's solutions have helped corporations in reducing their time-to-market while ensuring reliability, performance and quality of the IT infrastructure.

Being a pioneer in information technology solutions, Ivesia has helped customers from various verticals that include healthcare, media, ISVs, pharmaceuticals & biotech, financial services, education, and energy.

Ivesia has a strong customer base and innovative service offerings. Ivesia is looking at exponential growth in the coming years.

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