

Product Development for a Mobile Content Provider

Client: Media Company
Location: U.S.

Client Description

The client is a global digital-media-to-go company that creates products and services that deliver fun, entertaining digital media for people on the go. It has quickly become a leader in the affordable handheld digital entertainment market, being the first to put a mass-market-priced, portable media player into the hands of consumers

Its network of Web sites, house more than 500,000 user-generated and premium videos in total. Its network drew nearly 14 million unique visitors per month in January, 2007.

Business Need

Because of the rapid growth the client was facing following challenges:

- Standardization of media upload and streaming facility and integration of its multiple sites that it has acquired from different vendors
- Develop new tools which will draw more visitors to their sites and make the file uploads/downloads user friendly
- Make the existing websites Mobile device friendly and comply with .Mobi domain specifications

Solution Offered

BSI's team started working as an extended part of the client's engineering team and focused on new development and enhancements to the product. The team was headed by a manager and had regular collaboration with client's team.

BSI Offshore team successfully delivered the following services:

- Integration and customization of Media Engine for the existing websites
- Enhancement of Media Engine
- Development of Plug-ins for the Website Management system (WMS)
- Desk Top tool to upload and download videos from the client network

Product overview:

WMS (Website Management System) can be used by companies who own multiple websites with common features. WMS provides common file upload engine for all the websites. User uploaded media are managed in a common media server and hence available to all the website users.

WMS also provides a common content management system with core features and additional features as plug-ins. Individual website administrators can decide on the features they want to support in their site.

Media Engine: Interface to upload user generated videos to WMS. This is a common interface for all the sites; hence all the contents from various sites would be available in a centralized media server. This would enable each site to offer more contents to the customer.

Content Mgt System: This manages the content of all the websites. Each site will have its own look and feel. Special functionalities can be added as plug-ins.

Central DB: This Database would contain information about all the contents that were uploaded from various sites.

The product architecture is based on proven LAMP technology and is highly scalable. The architecture is designed in such a way that "n" number of websites can be integrated with WMS.

TECHNOLOGY

LAMP (Linux, Apache, MySQL, PHP) and XML

Benefits to the Client

- BSI team developed a media engine that can be integrated with any media site. This allowed the client to integrate all their media sites and hence reduce the cost of managing multiple media engines
- Development of this engine has also helped the client to go to market faster with their offerings
- A dedicated offshore team helped client to focus on its core activity of managing contents and selling its services leaving the technology challenge to BSI team which resulted in more efficient usage of organization resources

For more information about Blue Star Infotech:

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