

MediaCorp: Integrated Broadcast Solution



High performance. Delivered.

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Video Transcript

• Consulting • Technology • Outsourcing

Mr. Chang Long Jong

MediaCorp is a media company in Singapore which runs a complete range of media platforms. We have our television business which runs 8 television channels including international channel – a news channel. We also have 14 radio stations; we have publishing. We have newspaper, in fact we also have started our so called new media business, our on line, our dish business

Our vision is to become a leading media company in Asia and we aspire to achieve that by delivering value content to the world.

Mr. Jack Chiam

It was quite a challenge. We had a – we had a Legacy system easily more than, you know, a 12, more than 12 years thereabout. We had many disparated processes; many subsystems.

IBS is an integrated broadcast system, you know, itself is an integral part of the end to end solution for Media Corp TV broadcast from ad bookings, subsequently fulfilled it, program it, schedule it ...

Jessica Tan

MediaCorp needed an integrated customer and supplier management system which provided for complex programming and advertisement scheduling capabilities. The system had to be open standards based to allow for the effective co-existence with existing line of business applications

Ng Kuo Pin

Accenture has been a partner of Media Corp throughout this whole journey of building this new system. By that – it means that we have been involved from day one. And we do this jointly with Avanade and Microsoft. What we bring to the table, essentially, a group of very dedicated people who work with MediaCorp to design and build this system.

Chang Long Jong

Yeah, we – we took into account the fact that Accenture had a very good track record in terms of industry knowledge and also the skill to put together a project team to deliver the kind of results that we were hoping to achieve.

Obviously we also took in consideration the alliance

...

so we took to consideration of the fact that the alliance between Accenture, Avanade and Microsoft will form a very strong team to help us to achieve our goals.

Chong Yoke Sim

Avanade and Accenture design and implement the system based on the Avanade connected architectures. This development framework helps to accelerate the development process as well as successfully implement systems on the Microsoft platform.

Jessica Tan

The integrated broadcast system was built on the mature dot.net platform with visual studio software development tool sets. MediaCorp has a tremendous amount of complex data processing requirement needs. What the Microsoft Sequel Server database provided was an effective way to manage that data at the same time providing the seamless access to information.

Kuo Pin Ng

Well, the integrated broadcast system or IBS in short, essentially allows me to call, to integrate the air time sales and the program scheduling functions, alright?

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At the base, we are looking at integration between program scheduling, air time sales, as far as finance systems capabilities.

...

The next layer is to create a common set of tools, processors, as far as controls that enable the users of this system to work together,

...

And finally, the third layer is the layer of the customer, the MediaCorp customer

Mr. Jack Chiam

The experience that we have was overwhelming. It's a brand new experience. Okay? They allow us to work with our partners, literally the agencies and the advertisers

...

there is a B2B portal that allow ad agencies and advertisers, you know, to – to book slots and things like that,

...

Internally, the user is also – is working in a cohesive approach. Most of the processes are, you know, are now automated. There is very – um, very little physical movement working with the people and subsequently this helps to bring about a certain economy, a certain efficiency, and, therefore, we think that, you know, moving forward this – we can benefit from this productivity.

Mr. Chang Long Jong

In the longer term, we also find that with the development of this system, we are – we are also looking opportunities for us to market and license the – the whole system to other territories in the region as well as the international markets.

Kuo Pin Ng

When we started this journey with MediaCorp, high performance would mean a replacement of the technology that MediaCorp has. That's how MediaCorp would have looked at it. But along the way we realized that this is more than just a replacement of technology, so we started look at transformation, right? And I think in many ways then we achieved that as part of building up the system.

Mr. Chang Long Jong

I think it is a very forward looking system where it allows us to have this scalability for our operations, you know, future enhancements, adaptations to – and – and especially in

the context of a very fast changing media landscape. We think this is very much - very integral to our requirements. And the - the IBS is really, really helping us to achieve that in the future developments of our business.