



**LIBERTY
GLOBAL**

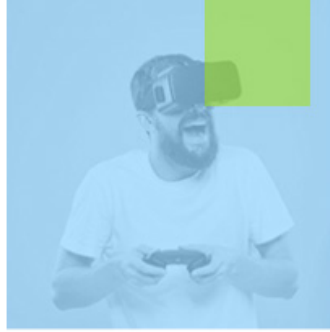
Case Study

Making Liberty Global's VOD Infrastructure More Flexible and Future-Proof

WHIP MEDIA GROUP



The **WHY** Behind the Watch
The **HOW** That Informs Now
The Predictive Power for **WHAT'S NEXT**



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The Challenge

- The scale of Liberty Global's operations with increasing customer expectations on VOD were taxing their largely manual approach
- Liberty Global had completely separate process flows across multiple asset preparation and metadata providers with no way to track each of them
- Calculating and generating hundreds of monthly VOD statements and associated reporting was becoming overwhelming

The Solution

- Mediamorph implemented its VOD Offer Management and VOD Royalty Solutions for Liberty Global and all its affiliates
- Mediamorph onboarded all of Liberty Global's asset preparation and metadata service providers onto its CVM platform
- Mediamorph rolled out Content Contract Management across all Liberty Global affiliates

Liberty Global is the largest multi-national cable company with operations in many major European countries. Across its territories, Liberty Global provides customers with a full Video on Demand (VOD) offering of the latest movies and TV shows from Hollywood as well as local content providers.

Supporting the VOD infrastructure that is required to help capture today's connected consumer as well as ensuring flexibility for the future had been a challenge for Liberty Global. Which is why they partnered with Mediamorph to leverage its Content Value Management (CVM) platform to streamline business processes and automate the entire VOD operations workflow.

Value Delivered

- Automated the tracking of all VOD deals across its territories with consolidated actionable reporting
- Vastly increased flexibility of VOD orchestration and editorial workflows
- Generated large savings through consolidation and centralization of VOD management
- Quantum leap in efficiency and visibility with the ability to send VOD orders to any asset preparation vendor and track delivery status at a component level

“ As the largest international cable company, Mediamorph's Content Value Management platform ensures we are maximizing the value of our content across our entire customer base. ”

Bob Greene

Managing Director of Online Entertainment,
Liberty Global

Whip Media Group's brands, including Mediamorph, TV Time and TheTVDB, offer a data-driven integrated cloud solution that empowers the world's leading entertainment organizations to efficiently acquire, distribute and monetize their content. Together, we track billions of consumer actions and financial transactions that accelerate innovation for buyers and sellers of content.

For more information, please visit whipmedia.com

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