



LIBERTY GLOBAL®

Liberty Global's Streamlines and Future-Proofs VOD Infrastructure



Customer Success

Liberty Global is one of the world's leading converged video, broadband and communication companies, with operations in six European countries under the consumer brands Virgin Media, Telenet and UPC. 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 complex VOD infrastructure critical to capturing today's connected consumer and having the flexibility to adapt to future requirements was challenging. Disconnected workflows, lack of automation, and limited visibility across its content operations was creating a lot distribution friction and inability to optimize the value of its content.

Liberty Global needed a partner to help streamline business processes and automate their global VOD operations workflow.

Content Value Management (CVM) Platform

Liberty Global turned to Whip Media Group to deploy its cloud-based CVM VOD solution, powered by the company's Mediamorph brand. The first step was to automate and centralize the onboarding of all Liberty Global asset preparation and metadata service providers onto its CVM platform.

The Challenge

Managing a global VOD infrastructure with manual processes and disconnected systems limited Liberty Global's ability to meet customer expectations, created distribution friction and hindered revenue optimization. With separate workflows across multiple asset preparation and metadata providers, tracking was near impossible. And calculating and generating hundreds of monthly VOD statements and associated reporting was overwhelming and error-prone.

The Solution

Liberty Global turned to the Whip Media Group cloud-based CVM VOD Solution, powered by the company's Mediamorph brand, and deployed the Contract Management, Offer Management, and VOD Royalty services. When in place, Liberty Global realized a new level of streamlined, flexible global VOD operations through centralization and automation, better visibility and tracking throughout the content distribution cycle, easier management of contracts, rights and terms across affiliates, and greater accuracy and timeliness of Royalty reporting.



Then with the CVM Offer Management capabilities, Liberty Global now had unified control across its many IPTV and OTT platforms, storefronts and affiliates to manage and prepare an asset once and publish to many based on acquired rights and terms, while ensuring Studio compliance.

CVM Contract Management further simplified operations by keeping track of contracts, rights, financial terms and obligations across all global affiliates. Calculating and generating hundreds of monthly VOD statements and associated reporting was overwhelming. Liberty Global turned to CVM VOD Royalties to automate and centralize the process and capture buy data, calculate royalties and guarantees, and generate reports and statements.

Boosting Business Value

With the solutions from Whip Media Group, Liberty Global experienced a 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. All VOD deals across its territories could be easily tracked with consolidated, actionable reporting. The vastly improved consolidation, centralization and flexibility of VOD orchestration and editorial workflows generated large savings, better visibility and revenue optimization.

“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



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, visit whipmedia.com or email: info@whipmedia.com