

## RBS Network

Enterprise-wide digital content management for a large media conglomerate

**Customer:** RBS  
**Industry:** Content Aggregator

### Customer Profile

RBS Brazil is one of the largest media conglomerates in Latin America, with over \$500 million in revenue, and nearly six thousand employees.

### Business Situation

RBS needed a unified system for managing its digital media publishing needs. RBS had thousands of users distributed in multiple locations, in total publishing more than 100 websites, serving more than 10 million unique users per month.

### Solution

RBS leveraged LabOne's Media-iBox pre-built components to create its digital content management platform. Media-iBox allows by default an unlimited number of content editors, projects and work locations, and provides security, communications and real-time alerts for the entire chain.

RBS Brazil is one of the largest media conglomerates in Latin America, with over \$500 million in revenue, and nearly six thousand employees. RBS has dozens of media companies under its control including 20 TV stations, 25 radio stations, 8 newspapers, 4 Web portals, a book publisher and a record label.

### BUSINESS SITUATION

RBS needed a unified system for managing its digital media publishing needs. RBS had thousands of workers distributed in multiple locations, in total publishing more than 100 websites, serving more than 10 million unique users per month. Requirements for the system included:

- Ability to capture audio and video content from live and recorded sources
- Capture nearly all digital formats in the market
- Media capture from both internal and third-party sources
- Submission of content to complex editorial workflows
- Addition of metadata and descriptions
- Secure content through DRM, business rules and territorial restrictions
- High-reliability infrastructure, capable of massive amounts of simultaneous high-quality streams
- Support for enterprise-scale workloads

All content had to support multiple device and mobile publishing, offer social features such as comments, ratings and sharing, and integration with third-party social networks, regardless of being live, pre-recorded, produced professionally or user-generated.



LabOne's Media-iBox makes it easy for RBS to integrate original multimedia content to its advertising, e-commerce and content management

## SOLUTION

RBS leveraged LabOne's Media-iBox pre-built components to create its digital content management platform. Media-iBox allows, by default, an unlimited number of content editors, projects and work locations, and provides security, communications and real-time alerts for the entire chain. LabOne's Digital Media Manager works as an assembly line, automatically converting digital content to all required formats as it becomes available from any source.

RBS editors can track the entire production and publishing flow, either from a Web interface or alerted over email. These editors can then add metadata, and descriptions, as well as set the time and date for publication and destination. They can also review or change decisions made by Media-iBox, such as add placement, destination sites and playlist order.

RBS Digital Media Center, fully developed by LabOne following RBS specs, provides every vehicle from the conglomerate to offer "citizen reporting" functionality. Readers, listeners or viewers can upload content for moderation, review and publication in a social media context.

LabOne provides real-time functionality for streaming, manipulating and archiving live audio and video from all RBS stations. RBS editors can select and edit individual segments, wrap them with pre- and post-roll ads specific to the Web and publish them for users to consume the content time-shifted, on-demand, offering TiVo-style functionality.

Media-iBox advanced advertising management enables ads to be sold and inserted by channel, time and geography, creating highly targeted, valuable ad inventory and new revenue streams for RBS content, across many sites and portals.



RBS video and audio sites offer social media integration, advanced search capabilities, support for user-generated content and several ways to navigate large media libraries.

## RESULTS

Hundreds of new files and pages with new, original audio and video content are produced daily. This content is published on digital media portals built entirely on LabOne's technology and also at several other sites and portals from RBS, built on third-party content and advertising management systems.

Each month around 1.5 million videos are streamed on-demand, 150,000 unique visitors watch to live TV online, and 1.3 million radio streams are served. RBS works closely with LabOne's professional services team to develop and evolve highly customized applications, always evolving business models and offering better service to its audience.

LabOne allowed RBS to integrate the Internet as a profitable, full-scale media and advertising channel, injecting new life on its content and preparing the group to act quickly in the ever-changing digital media landscape.

## FOR FURTHER INFORMATION:

<http://www.labone.net/success/rbs>

