

VC Diretor by Terra Networks

User-generated video contest

Customer: Terra Networks
Industry: Content Aggregator

Customer Profile

Terra TV is the leading online video destination in Latin America, inside Terra Networks Internet portal.

Business Situation

Terra TV wanted to leverage the boom of user-generated video created in 2006 by YouTube's popularity through a contest, called VC Diretor, launched at several Latin American countries.

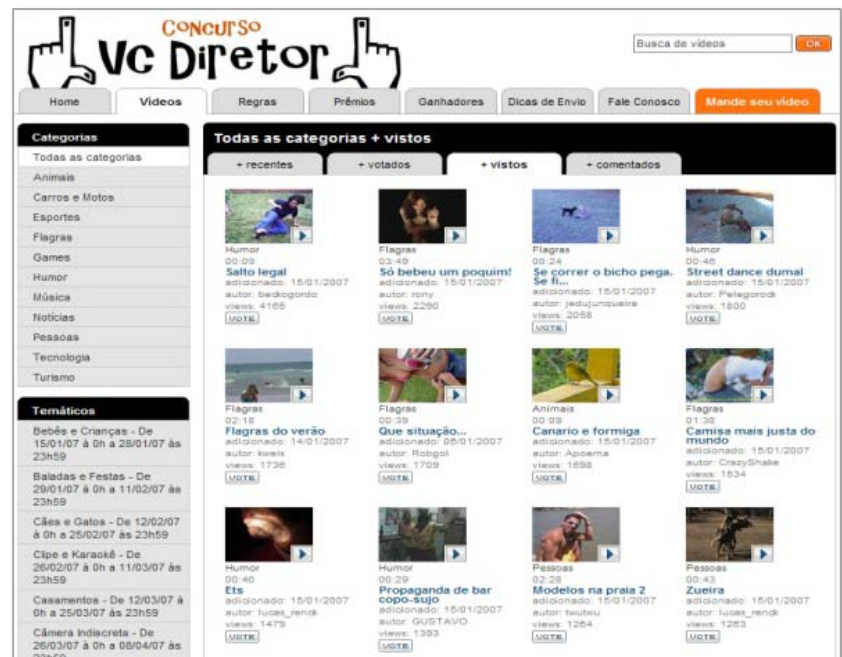
Solution

LabOne built VC Diretor within 60 days, with capabilities matching and, in some instances surpassing what YouTube offered. Users could upload their own videos and submit them to the contest, in different categories, including mobile phone video.

Terra TV is the leading online video destination in Latin America, inside Terra Networks Internet portal. The service offers high-quality content from TV and movie studios, in a free, advertising-based model. The service is built atop of LabOne System's Media-iBox, which automates capture, management and distribution of thousands of hours of video each month.

BUSINESS SITUATION

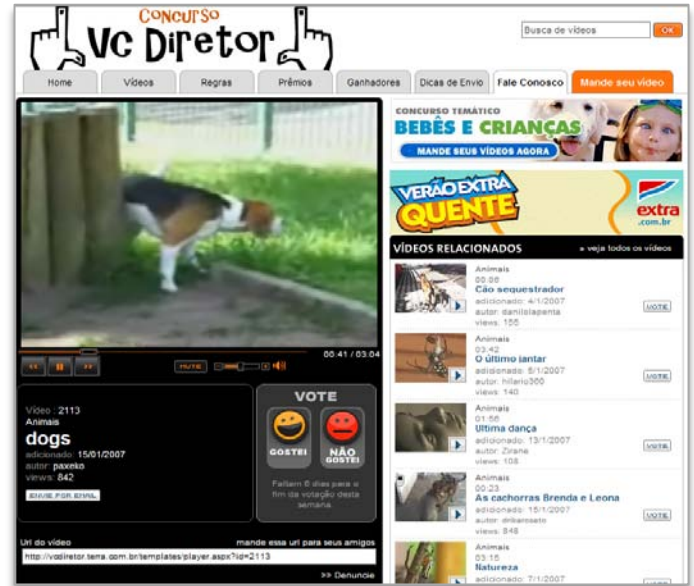
Terra TV wanted to leverage the boom of user-generated video created in 2006 by YouTube's popularity through a contest, called VC Diretor, launched at several Latin American countries. The contest called for users to upload their videos, watch other users' videos, and rate the best ones for winning prizes such as flat-screen TVs and camcorders.



VC Diretor contest page showing the most watched user-generated videos

SOLUTION

LabOne built VC Diretor within 60 days, with capabilities matching and, in some instances surpassing what YouTube offered. Users could upload their own videos and submit them to the contest, in different categories, including mobile phone video. Media-iBox technology handled the capture of many different video formats seamlessly. Every user could watch, rate, comment and vote on other users' videos, moderated by Terra's community managers. Media-iBox provided all social media and community interaction capabilities as pre-built components, quickly customized to Terra's specifications and design. The contest was very successful in generating traffic and awareness to Terra TV, boosting its early base of registered users.



VC Diretor video player with voting buttons and social sharing features

FOR FURTHER INFORMATION:

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

