

iG MegaPlayer by Oi Telecom

Personal digital media center application

Customer: iG (Oi Telecom)
Industry: Content Aggregator

Customer Profile

iG, part of telecommunications giant Oi Telecom, is one of the largest Internet portals in Latin America.

Business Situation

iG's MegaPlayer had an ambitious vision of accommodating all free and sponsored media that a user could collect and allowing media to be purchased from a selection of vendors.

Solution

LabOne's Media-iBox services were customized to work seamlessly with iG's billing, advertising, analytics and authentication systems, allowing functionality beyond media gathering and commerce.

iG, part of telecommunications giant Oi Telecom, is one of the largest Internet portals in Latin America. iG recognized the strategic value in designing and deploying a personalized online destination where users could find, gather, organize, sample, experience and share all formats of digital media.

BUSINESS SITUATION

iG's MegaPlayer had an ambitious vision of accommodating all free and sponsored media that a user could collect and allowing media to be purchased from a selection of vendors. Additionally, the service would incorporate full-resolution video and audio on demand, and offer a media manager for consumers to create their own media experience online.



iG Megaplayer's pop-up media player showing sports content and contextual advertising

SOLUTION

LabOne Systems worked closely with iG to create an exciting online destination where digital media could be organized, managed and archived by consumers. LabOne's Media-iBox services were customized to work seamlessly with iG's billing, advertising, analytics and authentication systems, allowing functionality beyond media gathering and commerce.

MegaPlayer now offers:

- Media/photo blogs and podcasts
- A music store with a credit wallet system
- A user-generated video sharing system
- Album and collection management
- Social sharing of digital files

iG's editors can moderate and control the use of the service by applying general business rules and by checking individual actions to make sure everything stays within the service's policy.



iG Megaplayer media search and playlist management page

FOR FURTHER INFORMATION:

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

