





# OVERVIEW



## BACKGROUND

SEVEN.ONE STUDIOS INTERNATIONAL IS A GLOBAL LEADER IN CONTENT CREATION AND DISTRIBUTION, CELEBRATED FOR ITS PREMIUM SCRIPTED, FORMAT, AND FACTUAL PROGRAMMING. WITH A CATALOGUE OF OVER 1,000 TITLES DISTRIBUTED ACROSS 200 TERRITORIES, THE STUDIO WORKS WITH AN EXTENSIVE NETWORK OF PRODUCTION COMPANIES, THIRD-PARTY PRODUCERS, AND DIGITAL CONTENT PARTNERS.

AS PART OF PROSIEBENSAT.1 MEDIA SE, ONE OF EUROPE'S FOREMOST MEDIA GROUPS, SEVEN.ONE STUDIOS INTERNATIONAL OPERATES AT THE CUTTING EDGE OF MEDIA INNOVATION. HOWEVER, MANAGING SUCH A DIVERSE PORTFOLIO OF CONTENT PRESENTED SIGNIFICANT CHALLENGES, PARTICULARLY IN MAINTAINING OPERATIONAL EFFICIENCY AND DELIVERING EXCEPTIONAL CLIENT SERVICE. TO ADDRESS THESE COMPLEXITIES, SEVEN.ONE STUDIOS INTERNATIONAL PARTNERED WITH VIDA TO IMPLEMENT CONNECT2, A TRANSFORMATIVE SELF-SERVICE CONTENT MANAGEMENT PLATFORM.





# CHALLENGES

**71** seven.one  
studios  
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## **REPETITIVE AND INEFFICIENT WORKFLOWS**

BEFORE ADOPTING CONNECT2, SEVEN.ONE STUDIOS INTERNATIONAL STRUGGLED WITH THE INEFFICIENCY OF REPEATEDLY PACKAGING AND DELIVERING IDENTICAL ASSETS TO MULTIPLE CLIENTS. THIS PROCESS CONSUMED VALUABLE RESOURCES, INCREASED OPERATIONAL COSTS, AND PLACED UNNECESSARY STRAIN ON THE ADMINISTRATIVE TEAM. THE RELIANCE ON ASPERA LINKS WITH RESTRICTIVE EXPIRATION DEADLINES OFTEN RESULTED IN UNDOWNLOADED ASSETS REQUIRING RE-DELIVERY.

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## **LIMITED WORKFLOW CONTROL**

THE STUDIO'S WORKFLOWS WERE HEAVILY DEPENDENT ON THIRD-PARTY SERVICES FOR ASSET INGESTION AND DELIVERY. THIS RELIANCE NOT ONLY INTRODUCED DELAYS BUT ALSO LIMITED THEIR ABILITY TO RESPOND QUICKLY AND EFFECTIVELY TO THE ROUND-THE-CLOCK DEMANDS OF THEIR CLIENTS.

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## **MARKETING MATERIALS MANAGEMENT**

HANDLING HUNDREDS OF IMAGES APPROVED FOR DISTRIBUTION WAS ANOTHER MAJOR PAIN POINT. WITHOUT A STREAMLINED SYSTEM FOR PRIORITISING OR CURATING THESE ASSETS, CLIENTS WERE LEFT TO SIFT THROUGH LARGE VOLUMES OF FILES TO LOCATE WHAT THEY NEEDED. THIS INEFFICIENT PROCESS LED TO DELAYS AND FRUSTRATION FOR BOTH INTERNAL TEAMS AND EXTERNAL PARTNERS.

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## **THE SOLUTION: CONNECT2 BY VIDA CONTENT OS**

CONNECT2, A COMPANION APP OF VIDA CONTENT OS, OFFERS A STATE-OF-THE-ART PLATFORM THAT INTEGRATES RIGHTS MANAGEMENT WITH CONTENT INVENTORY. DESIGNED TO EMPOWER CONTENT OWNERS LIKE SEVEN.ONE STUDIOS INTERNATIONAL, CONNECT2 STREAMLINES WORKFLOWS AND PROVIDES EFFORTLESS SELF-SERVICE ACCESS FOR LICENSEES.



# KEY BENEFITS OF CONNECT2



## **SELF-SERVICE EMPOWERMENT**

CONNECT2 ENABLES LICENSEES TO SECURELY ACCESS ALL ESSENTIAL MEDIA ASSETS INCLUDING VIDEO, AUDIO, DOCUMENTS, AND MARKETING FILES – FROM A SINGLE PLATFORM. THIS ON-DEMAND ACCESS ELIMINATES THE NEED FOR MANUAL INTERVENTION, SIGNIFICANTLY REDUCING ADMINISTRATIVE OVERHEAD.

## **COMPREHENSIVE CONTENT VISIBILITY**

THE PLATFORM OFFERS A 360-DEGREE VIEW OF ASSETS, EMPOWERING SEVEN.ONE STUDIOS INTERNATIONAL TO TAKE FULL OWNERSHIP OF THEIR WORKFLOWS. THIS CAPABILITY ENHANCES OPERATIONAL CONTROL AND AGILITY, ALLOWING THE TEAM TO RESPOND INSTANTLY TO CLIENT REQUESTS.

## **STREAMLINED PRE-SALES SUPPORT**

ACTING AS BOTH A CLIENT-FACING AND INTERNAL TOOL, CONNECT2 ALLOWS THE TEAM TO QUICKLY REVIEW AND SHARE AVAILABLE MATERIALS FOR PRE-SALES QUERIES, ACCELERATING DECISION-MAKING AND IMPROVING RESPONSE TIMES.

## **STREAMLINED IMAGE CURATION**

TEAMS CAN NOW CURATE SPECIFIC ASSETS FOR CLIENTS, ENSURING ONLY THE MOST RELEVANT FILES ARE MADE ACCESSIBLE. THIS FUNCTIONALITY REDUCES UNNECESSARY FILTERING AND ENHANCES THE OVERALL USER EXPERIENCE FOR CLIENTS.

## **SCALABLE AND SECURE**

BUILT ON THE VIDA CONTENT OS PLATFORM, CONNECT2 DELIVERS ENTERPRISE-GRADE SECURITY AND SCALABILITY. ITS FLEXIBLE INFRASTRUCTURE IS DESIGNED TO ADAPT TO THE EVOLVING DEMANDS OF CONTENT OWNERS AND THEIR GLOBAL CLIENT BASE.





Nice to marry you.

# IMPLEMENTATION AND COLLABORATION



## A COLLABORATIVE APPROACH

THE IMPLEMENTATION OF CONNECT2 WAS THE RESULT OF A HIGHLY COLLABORATIVE PROCESS BETWEEN VIDA AND SEVEN.ONE STUDIOS INTERNATIONAL. OVER SEVERAL MONTHS, VIDA'S DEVELOPMENT TEAM WORKED CLOSELY WITH THE STUDIO'S INTERNATIONAL OPERATIONS TEAM TO REFINE AND OPTIMISE THE PLATFORM.

ASHLEY CLARKE, SENIOR CONTENT OPERATIONS MANAGER AT SEVEN.ONE STUDIOS INTERNATIONAL, PROVIDED INVALUABLE INSIGHTS INTO THE DAY-TO-DAY CHALLENGES OF CONTENT OPERATIONS, ENSURING CONNECT2 WAS TAILORED TO MEET REAL-WORLD NEEDS. THE RESULT WAS A BESPOKE SOLUTION THAT EXCEEDED EXPECTATIONS.

## RESULTS AND IMPACT

### OPERATIONAL EFFICIENCIES

- FASTER TURNAROUND: ORDERS SPANNING MULTIPLE TITLES ARE NOW PROCESSED IN SECONDS, WITH ASSETS AVAILABLE TO CLIENTS IMMEDIATELY.
- LOWER STORAGE COSTS: BY PROVIDING ON-DEMAND ACCESS, CLIENTS NO LONGER NEED TO STORE FULL SEASONS OF CONTENT, SIGNIFICANTLY REDUCING THEIR STORAGE BURDEN.

### ENHANCED CLIENT EXPERIENCES

- CLIENTS ENJOY A SECURE INTERFACE WITH REAL-TIME ACCESS TO ASSETS, FREE FROM THE CONSTRAINTS OF EXPIRING DOWNLOAD LINKS.
- THE INTUITIVE PLATFORM HAS BEEN WIDELY PRAISED FOR ITS EASE OF USE, STREAMLINING THE USER JOURNEY FOR BOTH CLIENTS AND INTERNAL TEAMS.

### COST SAVINGS AND WORKFLOW OWNERSHIP

- BY BRINGING CONTENT MANAGEMENT IN-HOUSE, SEVEN.ONE STUDIOS INTERNATIONAL HAS ELIMINATED RELIANCE ON EXTERNAL PARTIES, REDUCING BOTH ADMINISTRATIVE OVERHEAD AND ASSOCIATED COSTS.
- THE TEAM NOW EXERCISES COMPLETE CONTROL OVER THEIR WORKFLOWS, FURTHER ENHANCING EFFICIENCY AND RESPONSIVENESS.



THROUGH THE IMPLEMENTATION OF CONNECT2, SEVEN.ONE STUDIOS INTERNATIONAL HAS REDEFINED THEIR APPROACH TO MEDIA MANAGEMENT. BY INTEGRATING RIGHTS MANAGEMENT WITH CONTENT INVENTORY, CONNECT2 EMPOWERS BOTH CONTENT OWNERS AND LICENSEES, DELIVERING MEASURABLE GAINS IN EFFICIENCY, SCALABILITY, AND CLIENT SATISFACTION.

AS SEVEN.ONE STUDIOS INTERNATIONAL PREPARES FOR THE NEXT PHASE OF INTEGRATION, INCLUDING CRM AND MEDIA MANAGEMENT SYSTEMS, THEY CONTINUE TO SET NEW BENCHMARKS FOR OPERATIONAL EXCELLENCE IN THE MEDIA SUPPLY CHAIN.

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## TESTIMONIAL

*"CONNECT2 IS A GAME-CHANGER FOR OUR CLIENTS AND FOR SEVEN.ONE STUDIOS INTERNATIONAL. IT INTEGRATES RIGHTS MANAGEMENT WITH CONTENT INVENTORY, ALLOWING OUR BUYERS TO SELF-SERVICE THE CONTENT THEY LICENSE FROM US. FOR MY TEAM, IT REDUCES ADMINISTRATIVE OVERHEAD, SAVING US A LOT OF TIME. CONGRATULATIONS TO VIDA FOR BUILDING SUCH AN EASY-TO-USE TOOL."*

ASHLEY CLARKE, SENIOR CONTENT OPERATIONS MANAGER, SEVEN.ONE  
STUDIOS INTERNATIONAL