

**BUSINESS CASE:
M6 VIDEO BANK**



Orphea has been appointed to accompany Group M6 with the marketing and promotion of its online video content, through a web portal named «M6 Video Bank».

CONTEXT & GOALS

The ambition of Group M6 was to offer audio-visual and media professionals a complete catalog with 45,000 hours of videos, accessible via an ergonomic and easy-to-use web portal where the rich history of Group M6 can be found:

- The 12:45pm and 7:45pm news reports and filming.
- Flagship programs (Capital, Zone Interdite, Turbo ...).
- Cult programs (Morning Live, Hit Machine ...).
- « Paris Première » videos (Paris Dernière, Polonium, Les Grosses Têtes...).
- First appearances... (Graines de Star, Fréquentstar...).

SOLUTION

The video portal had to be connected to the existing database that internally stores all the content of the group. The main objectives of the Group Documentation Direction were to:

- Expand the video sales catalog of the group;
- Make the video offer known to a wide audience;
- Highlight videos according to hot news;
- Facilitate video composition and ordering;
- Automate the sales and delivery process;
- Increase the content sales.

Selected by the Group M6, Orphea worked closely with the Documentation Management team, and the IT department, to build a modern platform with advanced features. Connected to Group M6's archi-

ving system (AVID), the M6 Video Bank portal allows users and customers to benefit from various functions, including:

- A bilingual platform compliant with the charter of the group;
- Simple and intuitive access to video content: category classification, focus, collections, date of release...;
- Customized customer access: order tracking, invoicing, delivery, alerts, thematic files;
- Dedicated video player to compose sequences according to different needs;
- Availability of low and high resolution videos;
- Emailing module according to the subjects of interest chosen by the users;
- Easy administration and portal animation.

In a few Figures



+45.000

Hours of digitized images



+10.000

Available rushes



+ 20.000

videos



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Martine Carouge,
Director of Documentation and Sales Content and Rights at M6 Group.

BENEFITS

Undertaken in 2016, this vast project has borne its first fruits. It has helped to valorize 30 years of audio-visual heritage of Group M6. Internally, the project has increased user productivity due to the dematerialization of several procedures. On a technical level, the M6 Video Bank portal ensures ergonomics and data security. It reveals 5 key assets:

1. The richness of the M6 content offer and its constant evolution;
2. Usage and exploration simplicity of video heritage;
3. The possibility to create your own extracts;
4. The customized alert system;
5. Control path fluidity.

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The M6 Video Bank portal is reserved for BtoB. In order to consult the richness of the video content, the user must create an account and indicate his different interests which will subsequently send him relevant content.

MAKE WAY FOR INNOVATIONS

The video player is a part of the innovations of the platform. «We have developed this module specifically to allow the viewing and composing of precise sequences according to an input point and an output point (TC In / TC Out).», Says Malika Kechich, Sales Director of Orphea. Once these sequences are added to the shopping cart, the purchase process is initiated. At the end of the order, the customer recovers his selection directly at high and / or low resolution.

«The M6 Video Bank platform guarantees a better traceability of the usage of our videos.», says Martine Carouge. The order is thus subject to an automatic or semi-automatic approval process according to the selected formats, the length of the extracts or the rights attached to the selected videos. «This bold online video sales project is the first of its kind in the audiovisual world (...) valuing 30 years of history of Group M6.» concludes Martine Carouge.

