Case Study

Clipsource & Warner Bros. Discovery

Background

Warner Bros. Discovery (WBD) is one of the largest broadcast and streaming networks in the Nordics. With **one of the world's richest catalogs**, WBD inspires, informs and entertains Discovery audiences in Sweden, Norway, Denmark and Finland with well-known brands such as Discovery Channel, discovery+, Eurosport, TLC, Travel Channel, Animal Planet, Kanal 5, Kanal 9, Kanal 11 and more.

Media relations and metadata distribution are key components in their Communications and PR activities on multiple platforms.

100
Years in the business

+86
Brands

220
Present Countries

145,000
Hours of content

95.8 million
Subscribers

The Challenge

The last few years have seen a booming supply of entertainment platforms and content. This means an accelerating demand from traditional media, influencers, social media and niche sites for more and faster information in order to provide their consumers with compelling coverage of WBD's engaging programs.

On top of that, most media outlets today **demand more qualified metadata and richer content**, such as trailers, clips and images, since this increases the discoverability and attractiveness of the content. Overall this resulted in an increasingly complex work situation for the Communications and PR teams at WBD.

Their information systems were not connected

Images, metadata, program descriptions etc had to be collected from separate systems, using copy and paste.

Limited access to user data and statistics

Difficult to see the results of the PR efforts.

Duplication

When the same programs were broadcast on multiple channels the press team had to do the same work for each channel.

Cumbersome internal systems

Designed for other purposes and therefore not user-friendly, for the PR team or for the journalists.

Updates had to be performed in each system

Which made it difficult to distribute coherent information in multiple channels.

Difficulties to work across borders

Many of WBD's local productions are broadcast in all Nordic countries. Lacking tools to share information between countries, it took a long time for the local communications teams to create local information campaigns.

Limited amount of screeners and clips in their press room

This had become a key priority for Discovery since the programs themselves sell the product best.

PR and marketing activities limited to top tier programs

Due to cumbersome workflows. Discovery wanted to extend their PR efforts to get the most out of the total content potential.

The Solution

Clipsoure introduced its cloud-based communication and sharing platform to multiple teams within WBD, to help them pull, organize and share media and metadata seamlessly with internal and external stakeholders.

They needed:

- Cloud-based and continuously upgraded.

- User-friendly and efficient workflows

- More output at a lower cost.

The goal of the new setup was to connect media and metadata from various existing systems into one, user-friendly and time-saving environment.

As and example: if previously a Communications Specialist wanted to distribute new photos of a tv-host in the pressroom, she had to ask someone with access to the separate image system to provide the photos. Today such assets are automatically ingested in the Media Center admin, and prepared to be published since the different systems are **fully integrated.**

This integrated approach also means that **information updates in one system** will be **reflected automatically in all other places** where that specific information is used. Example: If the cast list is changed in the planning system, that information will be updated also in the Program Catalog in the Media Center and in the Schedules distributed to operators, newspapers and listings websites.

DISCOVERY'S SYSTEMS

SCHEDULES

VIDEOS

METADATA

IMAGES

Producing & Storing

PROGRAM CATALOG

Collecting, relating and validating

WBD'S PRESSROOM

Displaying and distributing

WBD Feature Overview

One Coherent Platform

The communications team can manage all press information and content communication for all different channels and brands in one place. This allows for a more flexible organization and leads to less duplication of tasks.

Conditional Access

Access in traditional press rooms is given for "all or nothing". Clipsource's Intelligent Access allows you to decide exactly who should have access to what and when, on a case-by-case basis. This means press officers can be more tactical in their distribution to create more exposure.

Press Release Creation and Distribution

WBD can easily create, publish and distribute press releases in one integrated workflow. Press releases can easily be enriched with program information, embedded videos, social media posts and schedule information.

Screening

The Screening Room allows WBD to invite selected journalists and VIPs to exclusive and secure pre-premiere viewing of full-length programs. Playback via desktop, mobile, Apple TV and Chromecast. They can decide in advance when content shall be published and unpublished, and use personalized watermarking to make users refrain from any attempts to copy content.

Clip Distribution

WBD actively and successfully push sample clips and trailers for editorial use to other media outlets. For each asset and recipient, they have full control over viewing and download accessibility.

WBD Feature Overview

Media List Management

The press team can easily create, import and manage media lists. They can create groups with journalists that shall be granted exclusive access to certain content. All email addresses are automatically checked to see if they are still valid, which means that lists easily can be kept up to date. Media lists are backed up every day.

Campaign Management

"Pages" allows WBD to create and manage information for specific rights or campaigns, such as major sports events (Example: The Olympics) or live entertainment. Start/end date, background info, press contacts, logotypes etc.

Cross-country Collaboration

Communications teams in local markets can automatically share media and metadata to save time in creating and organizing content.

Rich TV & VOD Schedules

Journalists and partners can browse and download automatically updated TV & VOD schedules from WBD, enriched with images, video and other related info. Downloadable formats include Word, XML, PDF and CSV. Or they can get the schedules automatically pushed via API (this is the case for most distributors and partners). Any updates in WBD's planning system will then be automatically reflected in the partners' listings within minutes.

Security, Data Protection and privacy

The platform Clipsource provides to WBD is compliant with the highest technical and legal requirements, and includes fully GDPR-compliant processes.

The Result

The platform Clipsource provides has helped WBD to multiply the amount of content they provide to media and partners. It has also facilitated media sharing and collaboration across departments and local offices.

All this has been possible with a more streamlined organization than they used to have.

"Warner Bros. Discovery needed a partner who we could rely on to be part of our digital transformation globally. Connectivity of data is a vital part of our media strategy across the Discovery Group, and Clipsource is the right partner for this."

Anders Jemdahl
Head of Procurement Nordic, Warner Bros. Discovery