Discovery Networks Sweden is Sweden’s second biggest commercial broadcaster - both on linear TV and online (1Q 2018).

Eurosport is Discovery’s sports brand across all platforms delivering exclusive premium sports broadcast rights for the Swedish audience, including the Olympics 2018-2024, the Swedish football Premier League Allsvenskan and the Swedish second tier Superettan 2020-2025, the UEFA Europa League, the FA Cup and all Grand Slam tennis tournaments. The Swedish Discovery portfolio contains popular brands such as the TV streaming platforms Dplay and Eurosport Player.

BACKGROUND

Sweden’s second biggest commercial channel Kanal 5, Kanal 9, Kanal 11, Eurosport 1, Eurosport 2, Discovery Channel, TLC and Animal Planet. Media relations is a key component in their Communications and PR activities on multi platforms.
Their information systems were not connected - images, metadata, program descriptions etc had to be collected from separate silos, using copy and paste. 

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

Updates had to be performed in each system. Which made it difficult to distribute coherent information in multiple channels.

Limited amount of video in the press room. This had become a key priority for Discovery since the programs themselves sell the product best. Seeing is believing.

Limited access to user data and statistics - difficult to see the results of the PR efforts.

Heavy internal systems, designed for other purposes and therefore not user friendly, for the PR team or for the journalists.

Vulnerable for absence - each program had its own contact person. If that person was out of office, other people with limited knowledge had to step in, which led to lower output quality.

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. It was clear that Discovery needed a new, comprehensive PR solution, streamlining workflows and increasing output.
When Clipsource was chosen as supplier of the new press room and the sharing/distribution tools, the instructions and the goals were clear:

- Deliver a modern solution that can easily be updated to meet future needs.
- The new platform must allow Discovery’s Communications & PR teams to serve more recipients with more content and better information accuracy.
- All at a lower total cost than previous solution.

The general idea with the new sharing platform was to connect content and information from various existing systems into one, user-friendly and time-saving environment. If previously a PR Specialist wanted to distribute some new shots of a TV-host in the press room, she had to ask someone with access to the separate image system to provide the pictures. Today those images will automatically be ingested in the press room admin, prepared to be published, since the different systems are fully integrated.
This 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 press room, in the schedules distributed to newspapers and listings websites, and in the media intranet available to Sales and Management.

1. One Coherent Platform
The same team can manage press information for all different channels and brands. This allows for a more flexible organization and leads to less duplication of tasks.

2. Conditional Access
Access is in most press rooms given for “all or nothing”. Clipsearch’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. It also opens for invitation of individual participants or hosts to preview a show before it airs.

3. Press Release Creation and Distribution
Discovery can 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. All distribution can be access controlled.

4. Screening
Allows Discovery to Invite selected journalists and VIPs to exclusive and secure screening of full-length programs. Playback via desktop, mobile, Apple tv and Chromecast. Set in advance when content shall be published and unpublished. Use personalized watermarking to make users refrain any attempts to copy.

5. Clip Distribution
Discovery actively - and successfully - pushes 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.
6. Media List Management
Discovery’s 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 continuously 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.

7. Social Media Push
Press officers can push press releases to their followers on Facebook and Twitter, from the press room admin. There’s also an opportunity to upload videos to Discovery’s Youtube channels.

8. Rich Schedules
Journalists can see and download automatically updated tv schedules, 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 more than 30 recipients such as Telia, Ericsson, Gracenote et al). Any updates in Discovery’s planning system will then be automatically reflected in the recipients listings within minutes.

9. Campaign Management
“Pages” allows you to create and manage information for specific rights or campaigns, such as major sports events (in Discovery’s case The Olympics) or live entertainment. Start/end date, background info, press contacts, logotypes etc.

10. Real-Time Statistics
Do you want to see who opened your press releases? Who watched the screeners, and for how long? Which journalists downloaded the preview clips? Etc. This information is crucial for optimization of PR efforts.

11. Provided as Software as a Service
Discovery’s Press Room solutions is delivered as a Service. This means that Discovery’s cost for the platform is divided into:

- **Subscription fee** - fixed monthly license. Includes platform updates.
- **Data** - direct cost based on volume.
- **Support** - direct costs for managing platform related issues, based on SLA.
Discovery’s Communications & PR team served hundreds of journalists a day during 1Q 2018 that contained major multi-platform events such as the 2018 Olympic Winter Games in Pyeongchang and the premieres of many of Sweden’s most popular and engaging entertainment TV productions and formats on linear, online and SoMe platforms.

- *Clipsource’s trusted platform,* and the Clipsource team’s highly professional, responsive and knowledgeable way of creating the agile and flexible solutions demanded to super-serve Swedish reporters, were key to the success and our strong commitment to take our programs and live broadcasting experiences closer to our passionate and engaged audience than ever before,

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Director Communications & PR  
*Discovery Networks Sweden*