

“I-ON is a reliable partner with deep understanding of our system and industry-wide experience in CMS implementation.”

KBS Joongchul Kim, Director

CASE STUDY

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KBS

KBS Digital Newsroom Project

Company information

Company: KBS

Establishment: 1st March, 1973

Address: 13 Yoigongwon-ro,
Youngdungpo-gu, Seoul Korea
07235

Business Area: Terrestrial broad-
casting

Company Overview: KBS has long been a leader in the development of the broadcasting culture of the nation and initiated the country's first radio broadcasting service in 1927. It is offering 3 TV channels, 7 radio channels and 4 DMB channels.

“If something is important, it will find me.”, a key phrase that implies the concept of Digital First from The New York Times Innovation Report 2014.

We're now living in a world where 99% of smartphone users are accessing news via smartphones and going digital for all areas of newsroom, distribution and ads is a survival strategy for the traditional media companies in today's digital-centric society.

KBS, one of Korea's three major public broadcasters, has become the first web-based newsroom computer system (“NRCS”) adopter.

1. It is said that the NRCS project has been quite long time. Could you briefly introduce this project?

I'm Joongchul Kim and I'm in charge of digital newsroom operation and recommendation engine implementation at KBS. We've been working with I-ON Communications for digital news phase 3 & 4 implementation and multiplatform system implementation since 2014.

We're building NRCS, a content management system that is essential for all the media companies to help journalists create news content. For this system, we're working with I-ON to proceed digital news phase 3 and 4.

- **Digital news phase 3:** Make a transition from CS (Client Server)-based NRCS to web-based system and tie up some loose ends in phase 2.
- **Digital news phase 4:** Get fundamentals of digital newsroom ready and add some development works to digitize workflow.

2. What value does this web-based newsroom system bring to KBS? What does this new system means to KBS?

We had planned to implement a web-based system since digital news phase 2 and lots of people around us asked why we decided to go for the web-based system.

In order to stay ahead and innovate in today's world where online news distribution and consumption are prevalent with the big sensation, Digital First. So, we thought something has to be done with our own system then initiated the project to change current CS-based system to web-based one.

Although we had to go through transition period for the first year of introduction, we have been satisfied with benefits of the web-based system now that it's been 2 years since we started using it.

2-1. Seems like you made a great decision going for transition to the web-based system. Could you elaborate the meaning of Digital First?



Digital-First

Digital First is a phrase used to refer to publishing articles on the web before putting them in traditional medium like newspaper, TV.

Everybody knows TV is still one of the most powerful mediums but we've started rethinking the way we publish content to differentiate it from TV. We kept asking ourselves about how we cope with digital first era and what actions KBS needs to take to stay ahead. This is our perception towards Digital First and this is how we came up with the idea of building a news system that supports multi-platform.

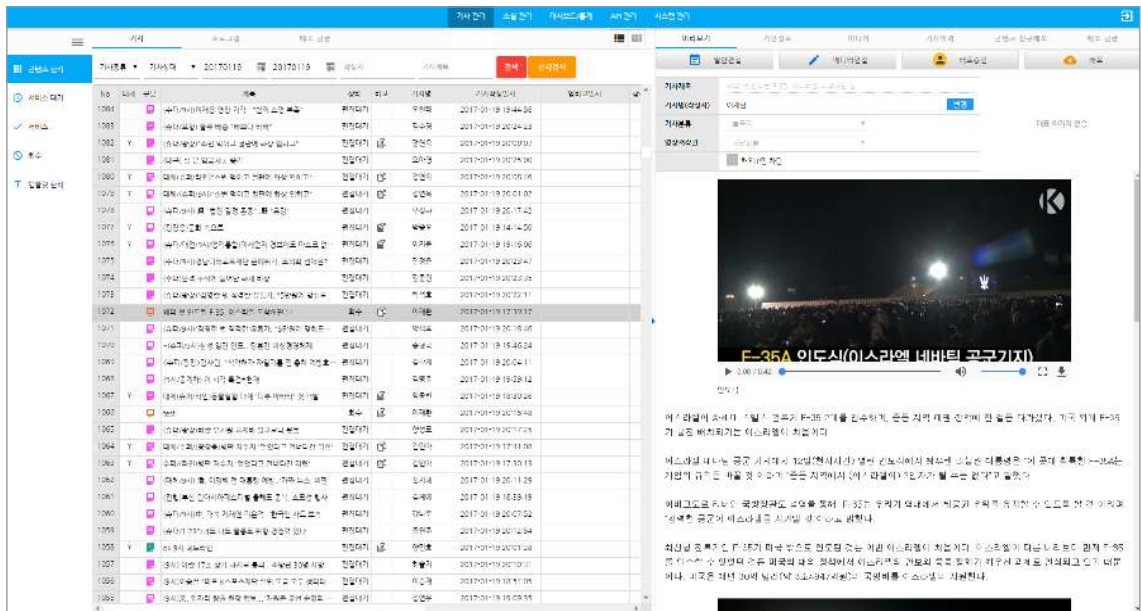
2-2. How do you feel the web-based system has helped KBS?



Firstly, this HTML5 based web NRCS automatically deploys updates on the server to the client while we had to manually deploy updates of the system to users in the existing CS-based system. So we're able to minimize manual tasks for updates and run the system more efficiently than before.



Secondly, when it comes to additional functions required to better create digital content such as image upload, html link insertion, the web-based system helps us implement those features easier at much lower cost.



KBS News Hub Main for Multi-platform

3. What do you think the difference is between your system and others?

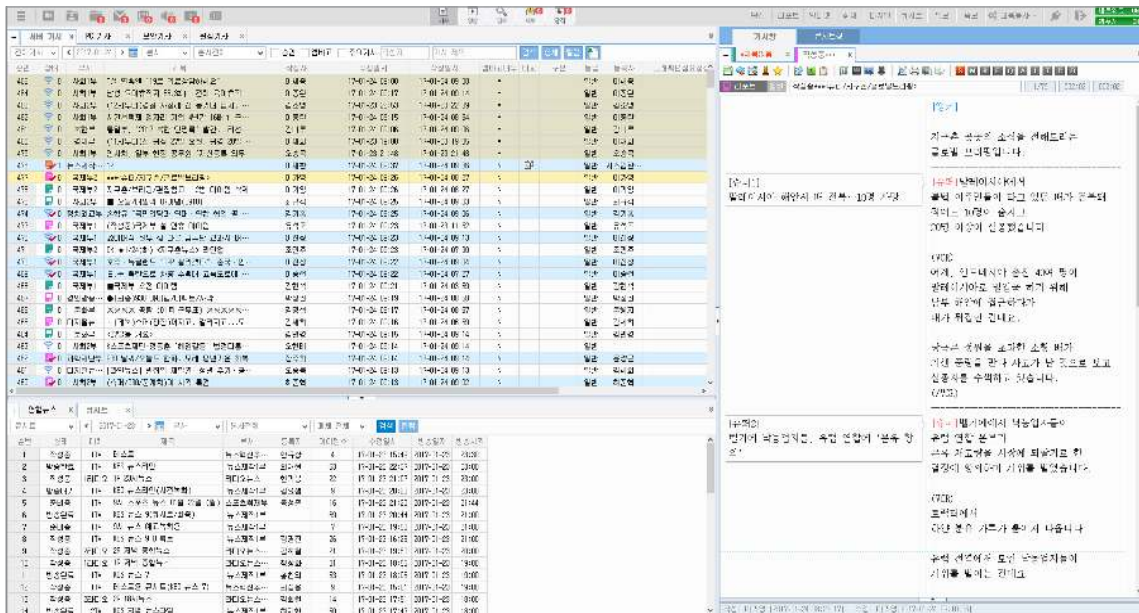
I'm not so sure how other systems look like but the differentiator could be that this is a web-based, customized and optimized system for our workflow and we're very satisfied with this new system.

4. What do you think is the key to successful results?

It seems a little early to declare success as the project is still ongoing. But one thing I can say for sure is that we have finally defined what we need to do in this digital era. I'd also like to say that we appreciate I-ON Communications for being such a reliable partner.

5. What were the challenges you faced in this project and how did you address?

Digital newsroom, by its nature, needs to be ready for distribution any time and the news is produced around the clock. For this reason, one of critical capabilities we required is that the system should enable users to produce contents and make them ready for proper use at the right time. The system should work well 24/7 without an error and this was the most challenging part we had faced but fortunately we were able to solve problems that might occur when transitioning to web-based system by employing HTML5-based mature technologies.



Digital Newsroom System Main

6. How do you see KBS's plan for news content distribution and consumption in conjunction with Digital First?

Our focus has been distribution and production of 3rd party contents within this multi-platform news system so far. Our future plan is to upgrade the system for more users to create contents easier and faster and we also expect to extend capability of the system to support high-definition and high quality content such as UHD in the near future.

7. Close cooperation with a partner could be one of keys to a successful project. Can you share your thoughts on this?

We started working with I-ON Communications, our current newsroom project partner since our website construction project and it's been about a decade since we partnered with each other. For that reason, I-ON could have deep understanding of KBS systems and have experience in dealing with various architecture. I-ON is a reliable partner and without a doubt, we can count on I-ON when we're in partnership with it for any project. We currently work with I-ON for recommendation engine development as well and would like to go on partnership with I-ON for many years to come.

8. How do you see the future of ICT ecosystem and business direction in response to the digital first wave?

In general, the contractors prefer a closed source system or their own system but it looks smarter if they go for a system based on open source or open API in order to stay ahead in this digital age.

We believe cooperating with I-ON will bring great benefit to KBS in terms of transitioning to a media company, which will also drive I-ON's growth.