CASE STUDY
X
MBC

Introduced product

Content Management System ICS
(I-ON Content Server)

Company information

Company: MBC
(Munhwa Broadcasting Corporation)
Establishment: February 21st, 1961
Address: 267 Seongam-ro,
Mapo-gu, Seoul, Korea
Business Area: Broadcasting,
cultural service
Company Overview: With its 17 subsidiaries throughout the country, MBC is a multimedia group that operates 1 national terrestrial TV channel, 3 radio channels, 5 cable channels, 5 satellite channels and 4 DMB channels.

I-ON communications

MBC News Site Restructuring

Jonghun Kim, a senior manager

Today, news contents are being consumed more on PC and mobile while those were on TV and newspaper in the past. MBC, one of the most influential terrestrial broadcasters in Korea, became the first mover to respond to the rapidly changing needs in the news contents consumption pattern.

The recent trend in the media industry is that they strategically expose highly preferred contents out of released articles through a user analysis system and they need a proper platform that can support this as well as its distribution through SNS.

In order to extract more valuable news articles leveraging data for the user analysis and deploy them to varied channels, MBC decided to introduce ICS (I-ON Content Server) which is optimized for the operation of high volume data and web services. Through this project MBC was about to completely restructure its news site and the related applications to provide its subscribers with better accessibility to the service.

The new system helps to expose valuable articles more frequently and facilitates user engagement and SNS distribution by enhancing 3rd party service integration including statistics, personalization and predicting contents that the user might prefer.

As a result, it became easier to create and manage contents to enhance competitiveness that is the most important factor in the news media. The system also increases accessibility to the site and value with significant improvement in the user-centric content creation, management and distribution environment.

The following is part of our interview with Jonghun Kim, a senior manager at MBC digital technology division. He shared the details of the 'MBC News Site Restructuring Project' from the background and objectives to the reason for introducing, the effect of introduction and his comments.

MBC news page

■ The background and objectives of the project

"Our goal is to secure more valuable news contents and improve the service by integrating with 3rd party systems including statistics, personalized services based on a flexible interface of ICS6"

We used to release news articles manually through several channels, which took a lot of time and resources. Accordingly the objectives of this project is to systematically and effectively manage the news contents as MBC assets and furthermore, we expect to service more valuable news articles by integrating with the contents provided by 3rd party portals as well.

■ Reasons for introducing ICS6

"We believe ICS ensures not only the efficient management of digital resources, but also systematic information on the content management"

There are so many content management systems out there but we decided to introduce ICS as it has differentiated features such as a flexible integration interface with external systems, stable and automated deployment management, easy and convenient template creation and etc. Leveraging these features, we're not only able to manage digital resources efficiently, but to easily get the systematic information on the content management.

■ The effects of introduction

"There has been great improvement in content productivity, managerial efficiency as well as in the site accessibility and value with enhanced user convenience."

Content productivity and management efficiency to boost competitiveness have been significantly improved by introducing ICS and the user convenience has also been increased by improving a system environment for production,

management, and deployment that leads to the user-centric services. ICS also made it possible to establish marketing strategies for the news service in the personalized articles curation service environment.

The number of the website visitors and content-consuming time have been increased since we introduced ICS. In addition, active response within the site is also increasing consistently.

■ Future plans and comments

"We were deeply impressed by I-ON people because they take best action to resolve the issues when they face unforeseen challenges and hurdles."

During the project it was a fact that I-ON sometimes faced some hurdles in improving convenience of the person who manages news contents and helping to create more valuable articles, which are the ultimate goal of the project. But they took best action to resolve the issues whenever they faced and we were deeply impressed by that.

I think I-ON's efforts played a big role to provide stable services after the launch. We would like to take this opportunity to accelerate and upgrade the service that is optimized for the news media.