

## How Video Optimization Boosted the Subscriptions of a TV News Channel



### CLIENT OVERVIEW:

The client is the training division of one of the major public research universities in Australia. The client provides a range of education solutions to students, academics, and professionals located in Australia and overseas.

### PROBLEM

The client had to convert its training materials to videos and ensure that its users, including lecturers and students, could access relevant video content instantly. But users were finding it hard to sift through the vast repository of content. The client wanted to harness Search Engine Optimization (SEO) to optimize the videos and make the search easier.

Presently, the subscription base was low due to poor search capabilities. There were also issues related to the enrichment of metadata and the application of subject terminology.

### SOLUTION

Lumina Datamatics deployed a team of language experts to write abstracts of each video in the repository. In the next step, the FAST (Faceted Application of Subject Terminology) database was used to add subjective metadata or indexing. Descriptive metadata including contributors, roles, and the synopsis of the video item was also captured.

Content included documentaries, dramas, series, movies, news and so forth, on subjects like Humanities, Science, Engineering, and Forensics. Lumina has also indexed the news programs broadcasted on pay TV channels like ABC Television, SBS Television, Nine Network and Ten Network.

### RESULT

- Harnessed FAST for incisive metadata creation
- Helped the client to optimize videos on a larger scale
- Optimized the costs with a smaller pool of efficient resources
- Powered quick video search capabilities for students and lecturers globally
- Drove an increase in the subscription base for videos
- Delivered accessible content for visual and hearing-impaired students
- Indexed news programs on pay TV channels

### ABOUT US:

Globally, 8 of the top 10 publishers and 3 of the top 5 ecommerce retailers trust Lumina Datamatics as their strategic partner in providing content, analytics, and technology solutions. Our clients benefit from the reduced time-to-market for new products and services, optimized business processes, operational efficiencies, improved competitiveness, and relevant insights. Lumina Datamatics' expert solutions comprise in-house platforms, partnerships with global technology leaders, and more than 3000 professionals across Germany, India, the UK, and the United States. This global resource pool services our customers across four continents: North America, Asia, Australia, and Europe.