

Supporting Millions of Visitors and 100+ Editors with Flexible, Cloud-Based Content Management

With three million people visiting their news site ([MTVuutiset.fi](https://mtvuutiset.fi)) each week, MTV Ltd. is one of the largest tv and media companies in Finland broadcasting news, entertainment and sports programming. As in every industry, the media company needed a more efficient way to keep up with the rising demand for content, including video and other multimedia. They also wanted a flexible content management system (CMS) that could grow with their needs.

"We have over one million articles available on the MTV News site, with more than 100 journalists creating content and managing photos and video clips," said Jaakko Inkinen, Service Manager, MTV Ltd. "We needed a stable CMS that could deliver all of this material to millions of visitors."

This case study follows MTV Ltd. through two phases of their content evolution: the relaunch of the MTV News site, and their migration to the cloud.

Challenges

- **Phase 1:** Adopt a CMS that would help internal users more easily manage multimedia content, support an advertising driven revenue model, and establish a foundation for multi-channel publishing at MTVuutiset.fi
- **Phase 2:** Migrate CMS to the cloud for more flexible development and content management capabilities



Solution

- **Phase 1:** CoreMedia Content Cloud — Self-Managed
- **Phase 2:** CoreMedia Content Cloud

Results

- Streamlined future development of their CMS platform and online services
- Increased user efficiency through reusable and configurable components, allowing editors to adjust page layouts without coding
- Facilitated more than 100 editors creating content and multimedia assets for various digital channels
- Maintained reliability and scalability with less downtime through cloud capabilities
- Improved performance of their progressive web application (PWA) with the help of headless APIs

Phase 1: Adopting a New CMS

The Challenge: Meeting the Rising Need for Content

From articles to recipes to videos, MTV Ltd. was struggling to keep up with the growing demand for 24/7 content on their news site. They needed a system that would support the increasing number of journalists using their CMS to create and manage content. The new CMS had to easily facilitate the addition of new channels, integrate multimedia content from internal and external sources, support an advertising model, and be simple to use.

Solution: Seamless Integration with Existing Technology

MTV Ltd. chose CoreMedia Content Cloud as the CMS that would best meet their needs, and worked with system integrators Talent Base and Nitor to migrate content from their old sites to their new CMS. They launched the platform and their first site (studio55.fi) in August 2013, and three months later, they migrated their news services to CoreMedia and launched mtv.fi/uutiset.

CoreMedia integrated seamlessly with MTV Ltd.'s existing systems for managing videos and live streams, as well as their mobile services and other supporting back-end systems.

Results: Reusable Content Without the Coding

The new site (MTVuutiset.fi) launched within budget and on time, despite the news site launch being tied to a rebranding project. Due to Content Cloud's easy-to-use interface and initial user training, editors needed minimal support after the initial launch.

Additional development of Content Cloud's and MTV Ltd.'s online services was also easier and faster to complete. And, because the site is based on reusable components, editors can adjust page layouts without the need for coding.

MTV News editors needed minimal support after launch because of CoreMedia's easy-to-use interface and initial user testing.

Phase 2: Cloud Migration and Headless APIs

The Challenge: Ensuring Reliability and Scalability

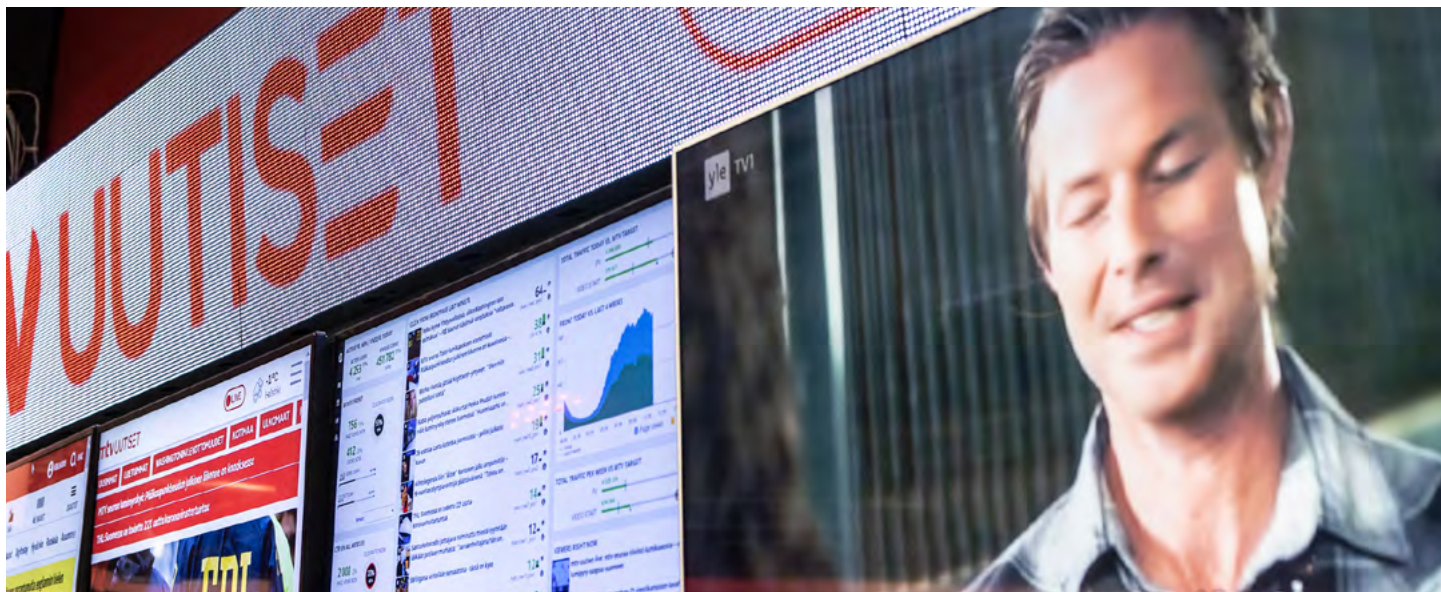
In the media business, every second counts. To ensure reliability, reduce downtime, and scale their operations, MTV Ltd. made the decision to convert their CMS from a self-managed solution to CoreMedia's cloud-based Platform-as-a-Service (PaaS).



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– Jaakko Inkinen
Service Manager, MTV Ltd.





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Solution: Partnering Up for CMS in the Cloud

MTV Ltd. worked with system integration partner Arvato Systems to develop a roadmap to migrate their existing on-premise installation of CoreMedia Content Cloud to CoreMedia's hosted PaaS offering on the Amazon Web Services (AWS) cloud. Once the migration was complete, MTV Ltd. became the first media company to deploy and use CoreMedia's hosted cloud service.

Because they wanted more control over the development process, the MTV Ltd. team decided to oversee all future upgrades and maintenance themselves. Despite having their own in-house development team, MTV Ltd. still turns to Arvato when they need some help.

"Arvato has a lot of expertise with CoreMedia and their developers are a great help when we need them," said Inkinen. "We wanted to build up our internal expertise, but still have the option to call on Arvato when we come across challenges we can't solve."

Results: Meeting Content Demand, Improving Performance

CoreMedia Content Cloud helps MTV Ltd. maintain reliability and ensure scalability without worrying about downtime. With cloud capabilities, the CMS has the flexibility to intercept load peaks in the most cost-effective way. And, even with more than 100 editors uploading content and rich media assets, visitors still enjoy a high-performing, dynamic site.

Today, MTV Ltd. keeps up with the demand for content by taking advantage of CoreMedia's headless capabilities and APIs to reuse content and publish to new channels. Their progressive web application (PWA) is one example.

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What's Next?

Moving Ahead with a Trusted Partner

MTV Ltd. plans to continue developing their headless API and the modern web front-end technologies they use with their PWA, as well as meet their audience's demand for rich content with the help of CoreMedia Content Cloud.

When asked how CoreMedia has benefited their editors, Inkinen says the platform keeps their workflows running smoothly, helping editors create and publish content more efficiently and on schedule.

"Because our journalists have so much content to create, they can't be slowed down by publishing delays," he said. "With CoreMedia Content Cloud, they can create and publish content at the speed and frequency they need."

Inkinen also appreciates the support and partnership that CoreMedia has provided along the way.

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