

DIGITAL TRANSFORMATION OF THE PODCAST BUSINESS

for an American Mass Media and
Entertainment conglomerate



Services: Digital Experience Strategy, Digital Engineering of Platform & Portal Development Services.

Industry: Media and Entertainment

Location: North America

OVERVIEW



The client is a **\$35bn+** US based Mass Media & Entertainment Conglomerate with significant presence in the US and international markets in the development, production, and marketing of broadcasting, streaming and content businesses. It owns a premium content studio that works by leveraging the capability and scale of the client.

The premium content studio business operates in creating content for some of the World's top organisations such as **Amazon, Netflix, Youtube and others.**

THE CHALLENGE

ACL Digital has leadership expertise in providing cutting edge levers in both business strategy and technology to enhance Digital businesses. The client approached ACL Digital to:



Enable building a Global Brand and Digital Platform providing an unparalleled audio experience in the podcast entertainment market



Develop a Podcast Portal to air the podcast series with multiple episodes



Integrate popular podcast platforms such as iTunes, Google Podcasts, Spotify, etc

THE SOLUTION

ACL Digital worked with the client to clearly understand the Digital Experience the client wanted to deliver to it's customers. Our solution included:

- 1 Experience Creation Understanding:** Content strategy and audio experience
- 2 Design Language:** Creating a brand affinity through proximity of the design and technology enabled experience with the company brand guidelines, aesthetic elements and engagement with the portal. The responsive design adopted, reflected complete conceptualization of the portal and a deep understanding of the needs and wants of the end-users. In-line with the always on the move digital world and consumers, the responsive design approach reacts to the changes in devices and browsers by adjusting the placement of design elements to fit in all the form factors starting from desktops, laptops, tablets, and mobile.
- 3 Digital Technology Architecture:** Translating the strategy into well-defined easy to use information architecture which provides effortless navigation through the podcast series' and periodically published episodes.



3.1 – Digital Experience Platform

The podcast portal is built on Drupal 8, the largest open source community Digital Experiences Platform.

3.2 – Administrative Capabilities

The portal also comes with a well-defined administrative module for the portal production team to manage the content and drive the marketing strategy. The portal administrative module with wide features helps the site production team to manage the media content and the promotion of the podcasts using social marketing and popular podcast platforms.

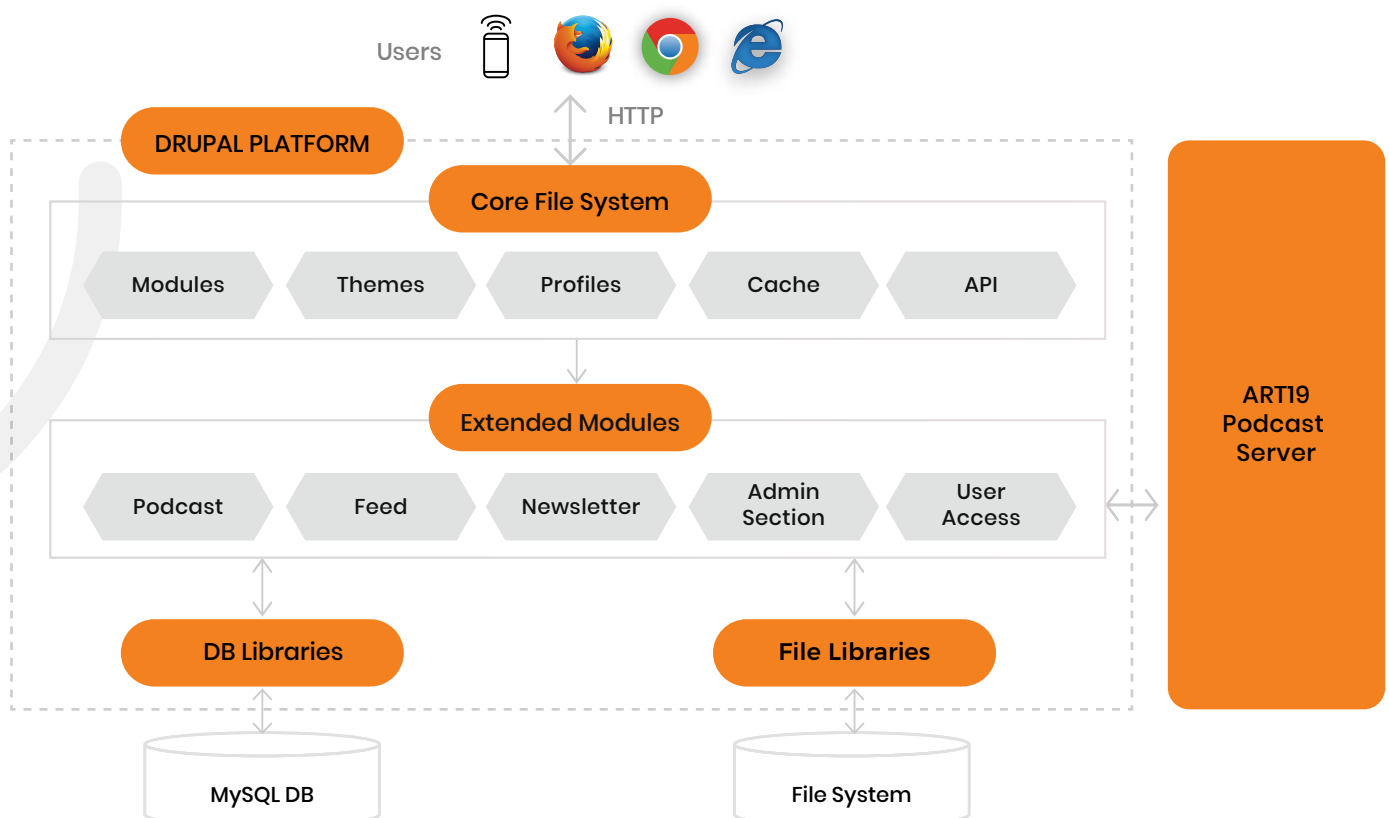
3.3 – Integrations

The portal uses latest digital technology and is architected to be integrated with the end-to-end podcast solutions provider, Art19, for the best audio experience. Digital marketing integrations for the portal includes social media and popular podcast platforms. Drupal's API-first architecture, extended modules such as feeds, user access, podcast, and third-party integrations help to deliver the portal on a compressed timeline.

3.4 – Portal Hosting

Pantheon WebOps platform is for hosting the Podcast Portal. The built-in Drupal Content Management and a defined set of practices expedite collaboration and automates processes to improve productivity for the portal development, test, release, and support.

3.5 – Overview of Digital Technology Architecture



DIGITAL EXPERIENCE TRANSFORMATION HIGHLIGHTS

- The solution is defined on Digital Branding and Marketing Strategies and integrated with the social and popular podcast platforms such as iTunes, Google Podcasts, Spotify, etc
- Drupal Digital Experiences help podcast production to publish and manage the content
- The responsive design approach makes web pages render well on a variety of devices and screen sizes
- Audio Experience by integrating the Art19 podcast solution
- Drupal's API-first architecture and third-party integrations help to deliver the portal on a compressed timeline
- Followed an Agile delivery and an open collaborative and communicative approach with the suite of products Jira, Confluence, and Slack
- Pantheon WebOps Hosting platform automates the portal development, test, release, and support process.

CONCLUSION

The Digital Experience transformation enabled by ACL Digital helped our client bring the best in class audio and content experience to the world. ACL's innovation and Digital Experience expertise helped the client with a swift go to market strategy along with a robust and latest digital technology platform that would help millions access and consume unique podcast experiences from across the globe.

ACL Digital is a design-led Digital Experience, Product Innovation, Engineering and Enterprise IT offerings leader. From strategy, to design, implementation and management we help accelerate innovation and transform businesses. ACL Digital is a part of ALTEN group, a leader in technology consulting and engineering services.

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