

Worldnow Case Study

Upgrading CMS Solution: Integrate TV and Radio Properties

KFMB - San Diego, CA

Business Challenge

- Maintain status as the number one trafficked television site in their market
- Needed a solution that would integrate all the necessary pieces for both their television and radio stations
- KFMB stations were using an in-house CMS
- Needed to upgrade their CMS
- Needed a provider who could:
 - Support ad serving
 - Provide consistent levels of bandwidth costs
 - Stream live video which they couldn't do with their current system

Solution

- Initial review of various individual providers for
 - CMS
 - Video
 - Ad serving
 - Analytics
- Wanted one partner who could provide all products
 - Optimal solution from managerial and financial perspective
 - Worldnow was the ideal partner for the KFMB stations
 - History and track record of working with television stations
 - Products
 - Services and support
 - Straightforward pricing model

Benefits

- Anticipation of lower overall cost of technology to support their growing web business
- Ability to focus all their resources on audience and revenue
 - Distractions by the never ending cycle of tech development are gone
- Worldnow 's system is open and allows them flexibility and customization
- Streamlined workflow including the ability to more easily set up live streaming
- Worldnow's platform stability extremely consistent
 - KFMB sites remain live during high traffic spikes
- Strategic applications gained through Worldnow's Learning Series
 - Implementation of best practices that enhance site efficiency and user experience
- Original content Worldnow produces significantly enhances KFMB's radio sites