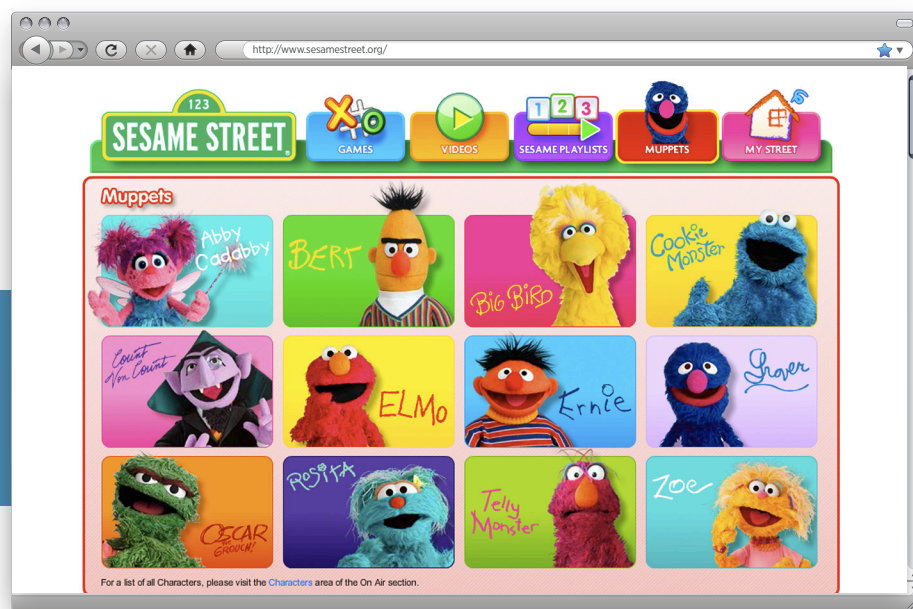


Sesame Workshop

www.sesamestreet.org



“Liferay Portal offered us the most flexible and scalable platform for a content-heavy, Web 2.0 website.”

NOAH BROADWATER
CIO, Sesame Workshop

Sesame Workshop is a non-profit educational organization that makes a meaningful difference in the lives of children worldwide by addressing their critical developmental needs. Sesame Workshop develops innovative and engaging educational content delivered in a variety of ways, including television, radio, books, magazines, interactive media, and community outreach. Taking advantage of all forms of media and using those that are best suited to delivering a particular curriculum, Sesame Workshop effectively and efficiently reaches millions of children, parents, caregivers, and educators—locally, nationally, and globally.

One of the world’s preeminent brands in children’s education and entertainment, Sesame Street hosts a number of public and internal sites addressing different segments of its audience. *www.SesameStreet.org* was the main branded site visited by children and fans. Its corporate site, *www.SesameWorkshop.org*, targets parents and adults and provides more detailed information about the show, the show’s purpose and the organization’s mission. This corporate site also ran an intranet, three B2B extranets, and over ten other B2C websites.

CHALLENGE

In order to maintain the standing of its brand, Sesame had to invest wisely and strategically in its marketing efforts. Recognizing the power of the web and the strategic part that it would play in a fast-changing market, the organization set out to revamp its online presence and present educational content in new and engaging ways. *SesameStreet.org* had to echo the innovative spirit that made the television show so unique. In particular, Sesame wanted the site to effectively leverage, promote, and deliver its extensive library of rich-media content.

“The web was fast-becoming a vital part of delivering our content,” said Noah Broadwater, CIO at Sesame Workshop. “We knew our online marketing strategies had to speak to that.”

While privately funded competitors in the children’s education and entertainment sectors drew on ample resources to deliver state-of-the-art websites and cost-intensive campaigns, the non-profit organization had to find more creative and cost-effective ways of keeping up without sacrificing on capabilities. Accordingly, Broadwater and his team tuned in to the open source market. After an evaluation of goals, it selected Liferay Portal to power a brand new website and content management system that would not only impact the way it interacted with fans, but also reshape its business.

RESOLUTION

“Liferay Portal offered us the most flexible and scalable platform for a content-heavy, Web 2.0 website,” said Broadwater. “The use of open standards and its service oriented architecture made customization and integration with other technologies very straightforward. We were also very comfortable with choosing Liferay due to its renown in the portal and web-publishing world, its vibrant and active community of developers and partners, and its solid professional support offering.”

In collaboration with a team of Liferay’s consultants and partners, Broadwater’s team delivered a new SesameStreet.org, an impressive interactive site with hundreds of flash-based games and activities; nearly 3,000 classic and current Sesame Street videos;

and preschooler-friendly applications including “PlaySAFE,” which prevents children from navigating away to other sites on their own. Sesamestreet.org also has live action residents: Muppets greet kids upon arrival at the home page and guide them throughout their visit to the site. A first for any children’s website, the live action component helps to guide users by indicating what tabs are live and where kids can point and click, whether it’s for games, videos, playlists, or Muppets. “My Street,” a feature that allows parents and children to personalize their experience, saves favorite videos and games in a list for easy frequent access. Since its implementation, the site has seen up to 15.8 million visitors and delivered 1.2TB of content per day.

RESHAPING BUSINESS

Notably, the website opened up new channels of marketing and distribution by moving the organization from a broadcast-only to a multi-channel model that includes an on-demand component online. Instead of being confined to a prescribed schedule for when they can access the Sesame Street experience, fans now have the freedom to view a full library of Sesame’s streaming video and media assets at any time. In fact, its creative use of rich media to deliver quality programming over the web earned the organization a Daytime Emmy in the New Approaches category.