

Case Study Media Distribution

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GTL Technical Team

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Project

The product was envisioned for advertising and media business with flexibility and robustness. The key product functionality was to deliver and manage high resolution advertisements on air to locations tracked by GPS latitude and longitudes and deliver the advertisements in moving vehicles like Cars and buses.

1 Features and Benefits

Media Distribution has all the features that an advertisement firm needs to manage its business proficiently. It includes following modules

- **Package Management**
- **Media Management**
- **Campaign Management**
- **Playlist Management**
- **GPS Playlist Management**
- **Retailer & Client Management**
- **Advertiser Management**
- **Client Application**
- **Reports**

1.1 Package Management

Features of campaign management of Media Distribution are listed below.

#	Feature	Description
1	Costing structure	Using this feature user can create schema for pricing of campaign. User can set timing of the package/pricing schema. User can set whether pricing will be fixed /variable cost.
2	Country specification	Using this feature user can customize packages country wise.
3	Playlist Specification	Using this feature user can determine estimated capacity hits/day, capacity hits/media/day etc.... based on statistical analysis of previous data of playlists
4	Time Slot selection	Using this feature user can reserve the media time slot for future use.
5	GPS Selection	Using this feature user can customize the package based on GPS, Non GPS.
6	Duration	Using this feature user can customize that how much no. of seconds we can use for to play video for this package.

1.2 Media Management

Feature List for Media Distribution Campaign Management module is as follows:

#	Feature	Description
1	Media Upload	Using this feature user can upload different type of medias for different Advertiser in the system. Those medias will be further used to create campaigns for advertisers.

1.3 Campaign Management

This is very extensive feature of Media Distribution system. In which user can create/maintain campaigns for advertisers. User can add/edit Medias in campaigns and specify the timings on which, system has to play those Medias on the client application. This feature also consists of Payment related information of Advertiser so it can be used to generate invoices and use for financial processes. This feature also consist of Retailer Payment, Sales Person commission related information so that in future after completion of campaign user can generate pay order for those entities. So everything which we require for playlist and client application will be inputted from this feature. Using this feature user can know the status of particular campaigns within a moment.

1.4 Playlist management

This is also very extensive feature of Media Distribution system. In this feature user has to make different kind of playlist for different areas and also specify the RSS addresses (from different news providers) to be used for that playlist. There are three sub features we have in the system for Playlist management as given below.

Playlist Management: - This feature will be used to create blank playlist in the system and also here we can specify which RSS address to be used to play RSS text on the client application. This feature is also used to see which media are included in the playlist and based on search criteria user can view Active, Old and Future media of the playlist. User can also view statistics of that particular playlist from the screen.

Playlist Assignment: - This feature will be used to assign different playlists to different areas of the system but here we have identified 6 types of areas in the system. It is given below.

1. World
2. Country
3. Region
4. City
5. Project (Retailer)
6. Client (Taxi)

User can assign playlist to areas having type from 1 to 5 from above list and user can not directly assign playlist to Client (Taxi).

Playlist Schedule: - This feature will be used to check which the active Medias are at which time. In this feature we have time range as given below

1. 0-3
2. 3-6
3. 6-9
4. 9-12
5. 12-15
6. 15-18
7. 18-21
8. 21-24
9. Current Time

Using this time range we can analyze playlists and we can analyze that which media is active at which time from merger of playlist for the area hierarchy. From this screen we can change the position of media in the playlist also.

1.5 GPS Playlist Management

Using this feature user can view GPS playlist and GPS playlist is shared across the system. We have one centralized GPS playlist in the system in which we can add media using campaign and define longitude and latitude in which we have to play media. We can define download range also for GPS Medias so it means that if taxi is in that area than client application will start downloading of GPS media from the server and play it to client. In this feature user can define play range also for GPS media using this range client application can know when it has to play that GPS media.

1.6 Retailer & Client Information Management

Using this feature user can capture information of Retailer (Taxi Company) and Client (Taxi) and use further in the system for different kind of processes.

1.7 Advertiser Management

Using this feature user can capture information of Advertiser and use it further in the system different kind of Business processes like statistics, finance etc...

1.8 Client Application

This is an application with state of art functionality to display digital media. In this application we are analyzing playlist assigned to its parent areas and merge it into one playlist and check for the content available in the system according to that playlist and if found then it will play that content in pre define sequence set from the playlist schedule screen of Desktop Application. It is also having functionality of Auto Update so user don't have to go for update of application and application update it self from the server. This is very use full and extensive feature of client application. Client Application will also check for the sensor which is available on the device so it will determine whether the audience is available to see media or not and if audience will not be available then it won't stop playing media but it will stop recording actual hits of the media. At certain interval of time it will update actual hits on the server so user can use it for financial processes. It also checks for RSS text from different new service provider which is configured with playlist at certain interval of time which user set from the settings module of the system. Client Application will move RSS text on bottom of the Application window. It is also having functionality to show GPS Advertisements on the right corner of Application window. The abstract processes of Client Application are given below.

1. Client Application Auto Updater
2. Client Application Hits Updater
3. Client Application security check using IMEI No. from the mobile device used in it
4. GPS Functionality
5. Playlist Functionality
6. RSS Functionality
7. Get Configuration Settings

1.9 Statistical Analysis Reports

1.10 Financial Reports

2 Challenges

- Analysis of Global Positioning System and use of GPS in the application to play GPS Media.
- Sensor functionality of Taxi (Client) to check audience availability
- Auto update functionality of Client Application
- Media Download functionality using BITS technology in Client Application.
- RSS Player of Client Application.

3 Technology Statistics

Database Server	MS SQL Server 2005 Enterprise Edition
Application Server	Windows 2003 Enterprise Edition and above
Web Server	IIS 6.0 or later
Windows Language	C# .Net
Web Language	ASP.NET with (C#)
Development IDE	MS Visual Studio.Net 2005
Browser	Internet Explorer 6.0 and above
Reporting Tool	Crystal Reports for Visual Studio .Net