



myxtv.com



Myx TV

Ray Business Technology

ENTERTAINMENT
MEDIA

MYX TV is a Filipino cable television network based in Quezon City, Philippines. It is targeted to youth audiences with music videos as its primary content, a strategy reminiscent of the early days of MTV. The website is hosted on Azure and implemented with Replay of a show and Twitter ShoutOut.

Kentico Implementation saved
25 days of development

Background

MYX TV is a Filipino cable television network based in Quezon City, Philippines. It is targeted to youth audiences with music videos as its primary content, a strategy reminiscent of the early days of MTV. It was introduced in 2000, via Studio 23 (now ABS-CBN Sports + Action), ABS-CBN's UHF broadcast television network, which offered some of its programs during the early morning, afternoon, and late evening blocks. In 2002, MYX was launched as a stand-alone 24-hour music channel on cable.

ABS-CBN Corporation is the largest entertainment and media conglomerate in the Philippines. It is one of the core businesses of the Lopez Holdings Corporation, which is headed by an influential Filipino family.

Goals

The main goal of this project was to enrich their user's experience and ABS-CBN decided to restructure and redesign their existing Myx TV site. Ray Business Technologies studied Myx TV requirements and proposed Kentico for the implementation of their site. Kentico is a leading provider of Content Management Solution, empowering enterprises to quickly build and deploy Internet Solutions. The features mentioned below had priority to get implemented on Myx TV:

- Shows
- Episodes
- Interactive full schedule page
- Geo-targeting

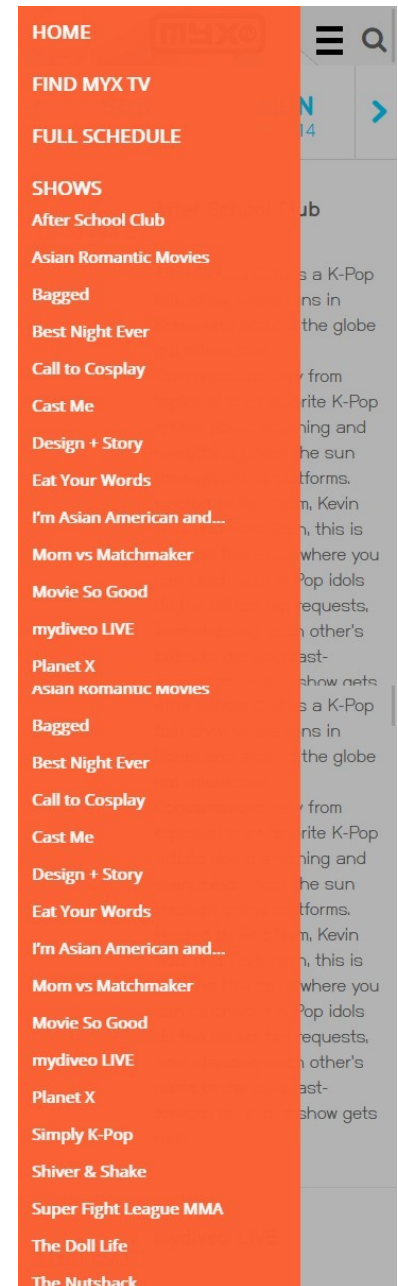
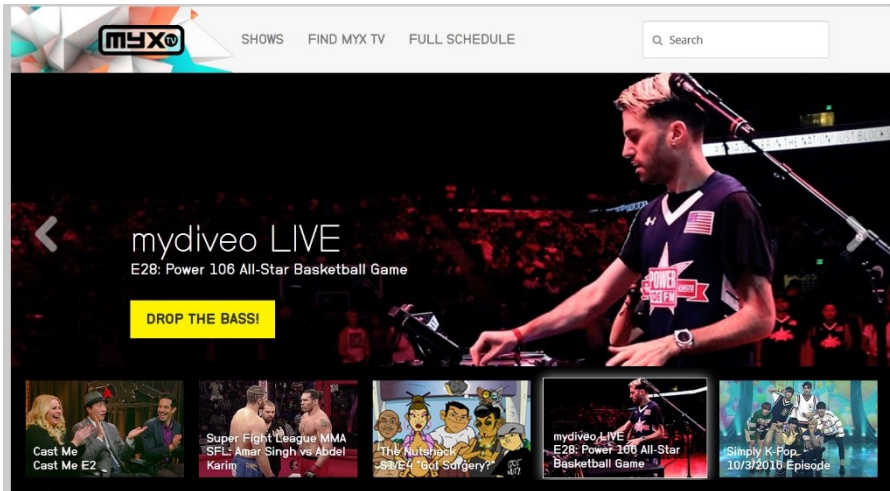
Challenges

- The main challenge was the site had to be built and delivered within tight timelines
- Implementation of Replay of a show
- Implementation of Twitter ShoutOut functionality
- Implementation with Kentico Azure and hosting multiple sites on the same instance
- Manage media files in Azure Blob
- Selective Auto Sync for content staging

Solution

- Used Agile methodology. Delivered Minimum Viable Product (MVP) initially and added the remaining features in the next sprint
- Separated the Show and its scheduled times using Custom tables
- Used Twitter plug-in API and serving data from Cache

- Had design discussions with the Kentico team where the approach was decided after several meetings and prototyping - this kind of implementation being the first of its kind
- Media files stored on Azure Blob storage are divided into folders for better scalability
- Implemented custom sync functionality, to sync selected types of object in a certain scope and ignored other changes



Results

The new website has enabled the client to manage its marketing and customer engagement programs with a much greater degree of sophistication, and to fine tune content and functionality to drive lead conversion and better user engagement.

The new website built with Kentico, provides great user experience and has served to further strengthen the position of the client as the leader in Events:

- The site witnessed an increase in traffic
- Increase in average visit duration and increase in unique visitors on the website
- Kentico Implementation saved 25 days on development
- The website's bounce rates dropped by 25%
- Increase in sales, online bookings, and donations
- Improvement in social media engagement

Key criteria for choosing Kentico

- Kentico offers all of the required modules that other CMS' on the market don't

- Kentico 8.2.x supports all the latest Microsoft technologies, including Visual Studio 2013, Microsoft .NET Framework 4.5, Windows Server 2012, Microsoft SQL Server 2014, Windows 8.1, and Azure SDK 2.5
- Single instance supports multiple websites
- Online Marketing capabilities
- Content staging option while working with different environments/versions of the hosted site
- Kentico application can run in multiple instances of one web role on Microsoft Azure
- Easily maintainable document management system with workflows



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Ray Business Technologies Pvt Ltd

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Raybiztech is now leading the way in powering next-generation enterprises with its Cloud, Mobility, Big Data and Social Media solutions. Leveraging our technology and vertical knowledge prowess, we partner with our clients to create transformational value that provides sustainable competitive advantage. Our delivery processes and expertise assist you to solve your business' most complex problems, help you reduce risk and attain competitive advantage.

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