

A Premium Online Video Experience



For Showtime, online video serves not only to promote the network's cable channel programming, but also to create a new revenue stream of its own through advertising. As it establishes its website as a leading video content destination, Showtime's partnership with Brightcove helps to provide online audiences with the kind of premium experience its TV viewers have come to expect, without requiring extensive in-house development. Says Chris Lucas, Vice President and Executive Producer of Digital Media, "The Brightcove Platform allows us to focus on what we do best, and create new experiences for the way people consume and interact with video."

Challenge

- Showtime's brand makes it essential to deliver a premium experience for online video
- The creation and maintenance of a state-of-the-art video player is beyond the company's core strength and an inefficient use of its resources

Solution

- With Brightcove, Showtime delivers broadcast quality video through one of the largest players on the Web, allowing viewers to easily share and socialize their favorite content
- Brightcove also makes it simple for Showtime to provide individual Players to syndication partners such as cable affiliates and consumer portals, without having to build custom applications for each partner

Results

- Page views for video content more than doubled in the first two months
- More efficient video content management and production has helped Showtime free-up three, full-time positions
- The network can now more easily leverage and monetize the full depth of its archive while continuing to enhance its offerings

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*Kevin Nellies, Online Manager
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