

## CASE STUDY



**LOVEFiLM.COM**

### **LOVEFiLM and Sceneric implement Magnolia to support LOVEFiLM's image management**

LOVEFiLM is a leading European film & TV subscription service with 1.3 million members. They operate in the UK, Germany, Sweden, Norway, and Denmark and they chose Sceneric to assist with the implementation of Magnolia as a Digital Asset Management system to manage their extensive editorial image library.



THE ESSENTIAL LINK BETWEEN BUSINESS AND TECHNOLOGY

## THE BUSINESS CHALLENGE

In early 2009 LOVEFiLM were looking for a solution to key challenges with editorial images on their website.

Content Editors working within the Editorial team at LOVEFiLM required the ability to quickly search through thousands of images and simply insert them into online magazine articles and email newsletters without having to resort to assistance from their internal IT department.

The four key challenges they wished to solve, were to:

1. Improve the management of editorial images on their website.
2. Improve the speed in which these images could be deployed to their website.
3. Allow the editorial team to quickly choose from over 50,000+ images, and manipulate those images without having to request technical assistance.
4. Ensure that images sourced from licensed image aggregators, such as Getty Images, were given the correct attributes in order that LOVEFiLM could properly monitor their Digital Rights Management.

## THE SOLUTION

LOVEFiLM chose Sceneric to assist with the design and implementation of the Magnolia Content Management System to effectively operate as a Digital Asset Management system (DAM).

Through a series of workshops and interactive requirements gathering sessions, Sceneric worked with

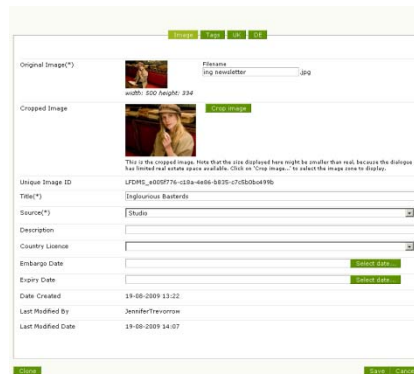
### About Sceneric:

Sceneric is an IT Services Company that specialises in designing and building innovative software. The Company fulfils this strategy by providing fully integrated systems and products installed on site or delivered. To learn more about Sceneric, visit [www.sceneric.com](http://www.sceneric.com) or call +44(0)8445 678 720

LOVEFiLM's technical and editorial staff to understand their desired image workflow. After analysing the requirements we suggested one which would be easiest for the editorial users and also most efficient for them to adopt.

In order to effectively manage the 50,000+ images that LOVEFiLM regularly access, we first took time to understand the problem and subsequently suggested extending a component of Magnolia's out of the box offering.

The solution involved a customized image view, which was achieved by using the built-in module framework and the Standard Templating Kit (STK) available with v4.0+ of Magnolia.



Each image asset was stored with custom metadata and had attributes added to it which could be easily indexed for searching. Attributes included image source information, aspect ratio information to allow different image sizes to be published as required, embargo dates, after which an image could not be used, as well as many others.

Our approach was to store the original image and a cropped version. Upon deployment, the image was resized for presentation

on the web by an existing LOVEFiLM Perl layer.

As each image was added, a free form entry field allowed image importers to add arbitrary metadata to images as well, which could be used by content editors when creating an article. The attributes allowed content editors to enter search terms to retrieve images based on any of the fixed or free form metadata terms.



Search results were displayed as a list of image thumbnails. Returned images could then be used as they were, or be copied, cropped or resized from within the view to suit the needs of the particular article or newsletter. Such altered images were then added back into the DMS, where they were then made available to other authors.

## THE RESULT

The result is a system that has given the editorial staff complete independence with no reliance on technical staff for content managed in Magnolia, and are able to swiftly select and adjust images they require. It has, in effect "removed the chain" and has made it easier to publish and manage editorial images.

The editorial manager Helen Cowley said "*Sceneric delivered an elegant solution to one of the key problems we faced in managing our image library.*"