



Oriental Press Group ontv

Adobe helps the Oriental Press Group pioneer online video broadcast using Adobe® Flash Media Server™



Oriental Press Group has been an icon of journalism and media in Hong Kong for nearly 40 years. Begun as the Oriental Daily News in 1969, the newspaper evolved into a media conglomerate with both print and web media offerings. Leveraging the Group's strength in the print media industry and extended its presence to the Internet 10 years ago. The Group's flagship online portal on.cc is a hugely popular source of news and information for Chinese online viewers. "We are working towards the ultimate goal of becoming 'the newspaper for Chinese people', especially the younger generation who welcomes new media formats," explains ATung Kwok-tung Lee, Deputy Controller, on.cc. "To do this we made use of state-of-the-art information technology to develop an online platform that provides readers with the latest news and information."



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ATung Kwok-tung Lee, Deputy Controller, on.cc.

A Global Vision of Media

The Group has continued to break new ground by launching ePaper versions of the Oriental Daily News and The Sun in 2002, which offer online readers the full content of the print editions, along with web portals for both newspapers.

Broadcasting Next-Generation TV Online

Launched in March 2008, ontv, an online TV arm under on.cc is the Group’s answer to the growing demand for online video content. Part of on.cc, the online TV portal provides free streaming video of news, entertainment, sports, financial and commentary programming 24 hours a day, 7 days a week. In addition to over 20 recorded programmes per day, ontv also gives its audience a choice of 6 live financial programmes.

“Over the past two to three years, Internet users have expressed their strong preference on video content over text and image contents because it is more expressive and easier to understand. In the U.S., the four major broadcasting networks have already offered streaming video content. In Hong Kong, ontv was one of the earliest media groups to broadcasting portal to offer streaming video content and live broadcasts online,” says Lee.

Customer feedback has proved that ontv’s vision that video content will increase page-views of the portal is correct. Especially for news, video can help audiences understand the news more comprehensively and audiences can keep track of news stories as they develop or retrieve past news or information programmes via ontv’s platform. Online TV has helped the Group open up a new revenue stream and strengthen its competitive advantage by attracting many traditional TV advertisers along with new media advertisers.

Challenges of Delivering Video Online

As one of the few Hong Kong broadcasters to offer streaming video content, ontv made an initial decision to offer streaming video



Different programmes are available on ontv providing the audience with latest news updates

rather than use downloadable solutions. The download and installation process was too time-consuming and troublesome. Streaming video is more user-friendly, convenient and faster, which were key requirements for the streaming video solution. The Group turned to Adobe® for Flash Media Server™ (FMS), its industry-leading solution for streaming video and real-time communication.

“As we expand our content, the number of video files and the size of the files will grow exponentially. Adobe FMS is highly scalable, giving us plenty of room to grow,” says Lee. “In the planning stage, we took into account the changing behaviours of the Hong Kong audience and where the market demand was going. With 2.1 million unique visitors visiting on.cc per month, it’s clear that we were right – audiences like watching online TV and their appetite for streaming video will only get bigger.”

Along with scalability, ultra-fast content delivery was a key requirement of the streaming video solution. Users have little patience for slow loading times, and ontv’s engineers knew that the media server had to be able to deliver smooth streaming to satisfy the audience’s expectations. “Adobe FMS

provides blazing fast, always-on video streaming with high clarity and stability. Audiences looking for the latest news updates and the popularity of certain programmes, like those covering the tainted milk scandal or the finance tsunami that attract big audiences, won’t tolerate delays or spotty video,” states Lee.

Usability was Critical to Success

One of the key reasons ontv chose a streaming video solution was its ease of use and convenience for the users. “Speedy downloads and a simple user-friendly interface drive traffic,” adds Lee. “With more and more sites offering video content, Adobe FMS gives ontv a further competitive edge with its usability.”

Another group that needed a simple-to-use solution was the production team of on.cc. As a key component, the production team has found Adobe FMS an easy-to-learn tool that lets them expand their skills to include video encoding and an understanding of streaming technologies.

“Our IT team has enjoyed the effortless installation and easy operation, while the content producers and creative designers have benefited from a shortened learning

Customer

ontv
HKSAR, China
<http://tv.on.cc/>

Industry

Media, Broadcasting

Challenges

- Provide a rich and seamless viewing experience across all operating systems

Solution

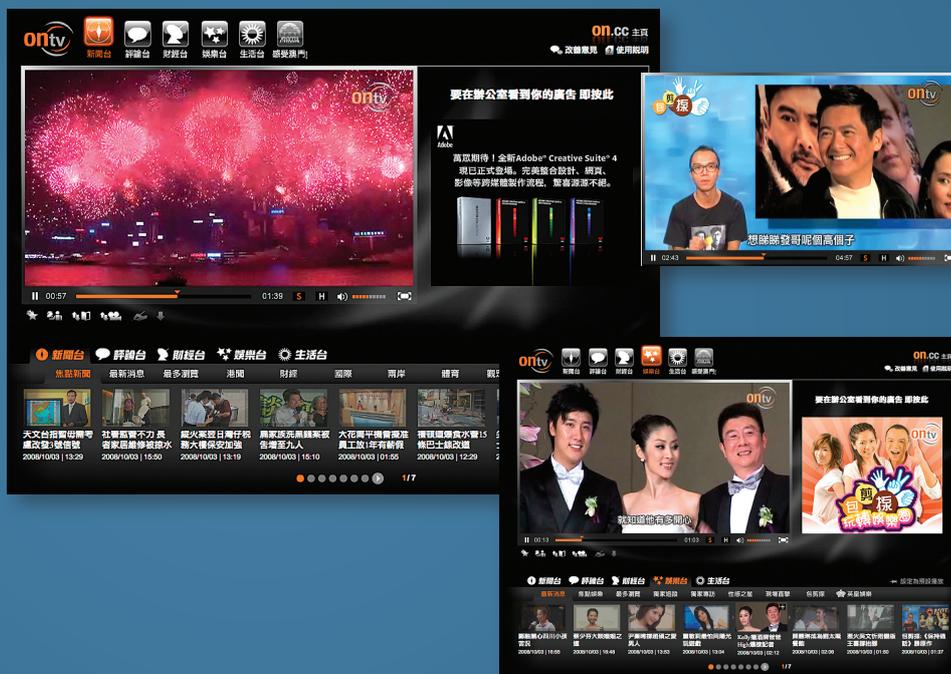
- Using Adobe Flash Media Server to provide an expandable streaming video solution

Results

- First Hong Kong broadcaster to stream live content online
- Easy expandability of online video programmes
- Increased traffic to websites due to video content
- Simple, user-friendly online broadcasting platform

Systems At A Glance

- Adobe Flash Media Server



cycle, all due to the usability of Adobe FMS,” explains Lee.

Enabling Interactive Information

News and entertainment delivery in the 21st century will increasingly be found online. Web-based content like news and information programmes can be significantly more interactive and informative than traditional TV broadcasts. “Users can easily share interesting news with friends by posting a link of the video to a forum, embedding the link on their website or send the link directly to friends via instant messenger,” adds Lee. “Using Adobe FMS to stream our online TV has given ontv a powerful interactive news product. As we expand, FMS will help us provide a wider variety of infotainment programmes.”

ontv is now looking at implementing phase 2 of its online video application with improved interactivity for more sophisticated users, with which it is looking to strengthen its position as a powerful multimedia content provider.

