

Overview

Country: Singapore

Industry: Media and Culture Promotion Organization

Customer Profile

The Media Development Authority (MDA) Singapore focuses on developing the media industry, and putting Singapore at the forefront of the media age.

Business Challenge

Develop a public media portal for ASEAN countries to promote their culture progress and cultural development.

- Define a platform where registered users from ASEAN countries upload their media content - audio, video, text and graphics files.
- Classify the media content on the basis of defined taxonomy
- Authorize filtering of media through a defined workflow.

Solution

MDA chose Microsoft® Windows Sharepoint Services 3.0 to create the platform for sharing and displaying media files. The solution was executed in just five weeks.

Benefits

- Seamless process to add new media files.
- A stringent workflow ensures that only filtered files are displayed to the public.
- A sharing content management environment reduces time to fill out new media content.

MDA launches a Media Portal for ASEAN Countries

ASEAN was established in 1967 in Bangkok by the five original Member Countries, namely Indonesia, Malaysia, Philippines, Singapore, and Thailand. Brunei Darussalam, Vietnam, Lao PDR, Myanmar and Cambodia joined later to complete an association of ten countries. The aims of the association are to accelerate economic growth, social progress and cultural development in the region and promote regional peace and stability through respect for justice and abiding the rule of law in the relationship among countries in the region and adherence to the principles of the United Nations Charter.

In 2007 during a meeting of ASEAN countries it was decided that a media portal be launched to promote their culture progress and cultural development. The task for the development of the portal was assigned to Media Development Authority, Singapore.

The MDA is the merger of the Singapore Broadcasting Authority, the Films and Publications Department, and the Singapore Film Commission (SFC), in 2003. MDA focuses on developing the media industry, putting Singapore at the forefront of the media age.

The Challenge

When MDA took the assignment to develop a media portal for the ASEAN countries the biggest challenge was to seamlessly collect, filter and upload media files from various countries. ASEAN is a collaboration of 10 countries with distinct identities and culture. The media portal should ensure a uniform space for all the countries to display their media (video, audio, text and graphics) files throughout the site. The following challenges also had to be taken care of.

Taxonomy:

Taxonomy had to be articulated to categorize the various media files as per their type and properties. It had to be ensured that extensive properties were clearly defined in each type of media as the taxonomy would be the basis for conducting a search.

Collaboration:

The content for the portal would come across from 10 different countries with a central body (MDA) regulating the content. Users had to be defined with various roles to collaborate the content on the portal. Web space had to be provided for various users contributing the content.

Content Filter (Workflow):

It needs to be ensured that the content going to the public is thoroughly checked and approved. A business workflow had to be put in place with requisite checks and business rules so that the contributed content is filtered. With all checks and balances in place the workflow should be flexible enough to allow the content to move back and forth between the various users.

Search:

It is important that the live media content on the portal is available for search. The solution should be able to index all properties of the various content types and be able to display them in chronological order.

Content Rotation:

The public coming to the portal should be able to come and view the latest and popular media files. The portal should ensure that the visitor is displayed these media files in rotation, on his visit.

Forum:

A forum to discuss the media files is to be available. The membership to the forum should be restricted and only available through administrator on request.

THE SOLUTION

MDA hired the services of Vismaad Pte Ltd, a Singapore based IT Consultancy Company to develop a solution for the Media Portal. Vismaad reviewed the business requirements and analyzed the various out-of-the-box applications and Content Management Systems. Vismaad shared its study with MDA's IT team which finally gave a go-ahead to Microsoft's WSS 3.0.

Microsoft Windows SharePoint Services 3.0 is a very versatile technology that organizations and business units of all dimensions can use to increase the efficiency of business processes and improve team productivity. With collaboration tools that help people stay connected across organizational and geographic boundaries, Windows SharePoint Services gives people access to information they need. As a built-in component of Windows Server 2003, Windows SharePoint Services is an easy to implement, dependable and scalable collaboration infrastructure with minimal administrative time and effort required. Windows SharePoint Services integrates with familiar tools for authoring, publishing, organizing and finding information, thus enabling users to work efficiently.

A test server with Windows 2003 Server and WSS 3.0 was installed. The first task for Vismaad was to create a Media Repository where Users could contribute their Media Files. After establishing a site, lists were created. A **list** is a component of WSS 3.0; it's a collection of information that one shares with team members. Each defined list has its attributes through columns. Team Vismaad and MDA discussed and produced the taxonomy for each of the media type and translated the media types into lists. A list was created for each and every media type - video, audio, text and graphics. The taxonomy attributes for each media type were further used to create columns in respective lists.

The lists can be viewed, accessed and contributed by the registered users of the site. Vismaad used the ASP.net SQL membership provider to implement the user profile for the system. The user account is mapped to WSS site collection groups to provide respective access permission for the content access on the site collection. A User was added to one of these groups – Contributors, Approvers and Administrators.

To **filter** the media files contributed online by the Contributors, **workflow** was introduced in the lists. The workflow defined the rules to be followed for the media files to be approved and then finally published for the public viewing. **Workflow** is another out of box feature of WSS. Vismaad customized the workflow feature from WSS to obtain the desired result in terms of business rules.

WSS 3.0 supports an exhaustive **Search Engine**. The desired columns from the lists can be indexed and be made available for Search. Every time a contributor adds an item to the media lists the indexed columns are auto updated. Views are customized to generate the search results.

For the portal visitors the site displayed the latest and most popular media files. **Web-parts** were written by Vismaad to accomplish this feature. The web-parts customized in ASP.net enabled the display of top ten and latest **media items rotating** on the home page.

Forum is another out of box feature in WSS 3.0. The forum was added to the portal but with restrictions on membership. A visitor had to request the administrator of the site for the registration. The administrator then creates a user ID & password for him.

The solution was created, UAT-approved and moved to a live server. The portal can be viewed online at <http://www.aseanmedia.net>