

Media Sales & Marketing Extranet

NeoWorks, Lateral, Channel Five Broadcasting

THE CUSTOMER

Channel Five Broadcasting (Five) is the fifth terrestrial television broadcaster in the UK.

THE CHALLENGE

Five engaged NeoWorks and Lateral to develop an extranet for media buyers to be delivered via their public web site. The key objectives were to provide information about Five's upcoming programming to media buyers in a convenient way and to manage that information in-house.

OUR SOLUTION

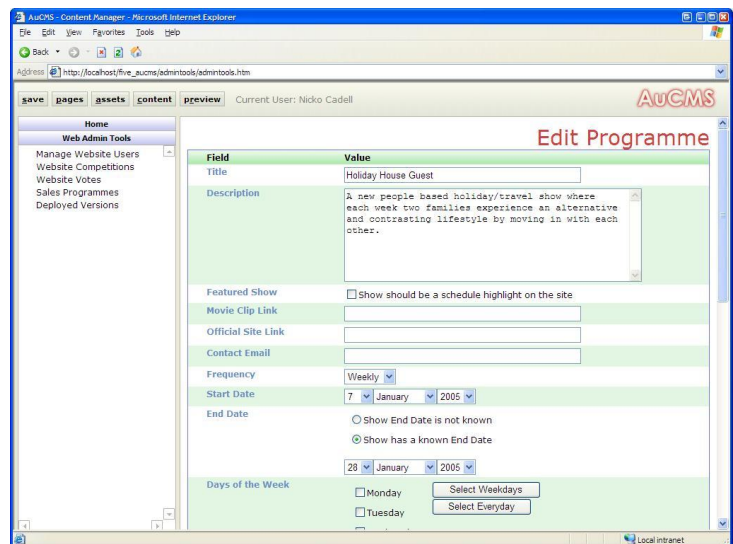
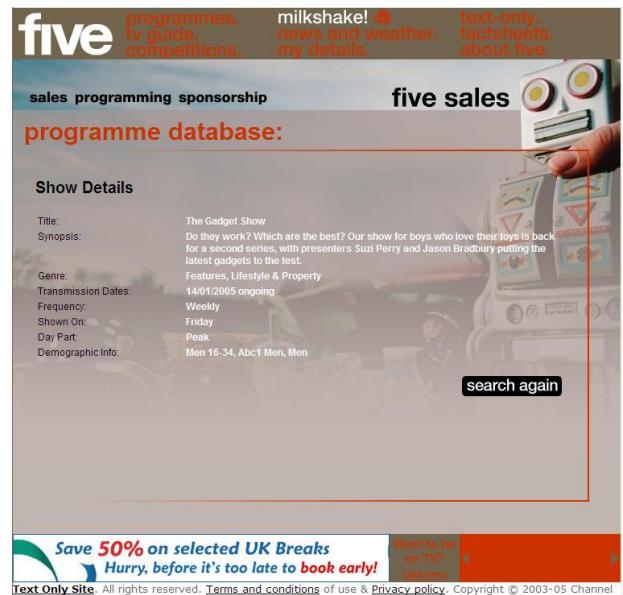
NeoWorks leveraged the existing content management and publishing systems developed for Five's public web site, to develop both the programme information management system for Five's sales department and the programming information portal for media buyers.

The content management solution is based on NeoWorks' AuCMS content management and publishing framework. The AuCMS framework is built with Microsoft's .NET technologies.

Programming information is stored within the content management system. A customised component is used to support creation and editing of the information. The information is published to the public web site where authorised media buyers can search for and view the up coming programming information. The programme information can be filtered on the projected scheduling data, programme genre, and target demographic.

SUCCESS

NeoWorks delivered the functionality on time and within budget. The programme information database is actively managed by the Five Sales Programme team.



"Working with NeoWorks and Lateral has allowed us to create a bespoke site, which fully satisfies the needs of our clients"

Sarah Leese – Sales Programme Ratings Manager, Five

"NeoWorks have a huge amount of knowledge and expertise and a pragmatic and committed approach which makes them the perfect partner on the Five project."

Gerard Myers – Account Manager, Lateral