

### Client



**Company:**  
Studio 100

**Website:**  
[www.studio100.be](http://www.studio100.be)

**Headquarters:**  
Londerzeel, Belgium

**Industry:**  
Media

**Size:**  
550+ employees

**Solution:**  
Alterian Content Manager

### Results:

1. Studio 100 can make real-time changes to their websites at the click of a mouse.
2. Content can be easily shared, reused and repurposed across all Studio 100's websites.
3. The site is stable and resilient, even at peak traffic times.
4. The user-friendliness of Content Manager has meant that more content authors can add and change information online.

**"As a multimedia production company, we needed a solution for publishing information quickly and effectively through different new media channels such as iDTV and PDAs. Alterian Content Manager offered us a solution which could support our multi-channel requirements for all our brands as well as manage our e-commerce site"**

Jan Chalmet  
Web Producer

## Alterian Makes Content Management Child's Play for Studio 100

### Synopsis

Studio 100 selected Alterian Content Manager to manage its redesigned website. A major channel for information on the popular Studio 100 products (TV, theatre shows and entertainment venues), Studio 100 experienced significant increases in the speed of publishing and overall accuracy of information management. Studio 100 credits the attractive look and feel of Content Manager with inspiring even non-technical staff to publish new content. In addition to the main website, the single Alterian platform manages and publishes content for Studio 100's e-commerce site as well as numerous micro-sites for different TV characters. It currently manages all 16 of Studio 100's websites.

### The Challenge

Studio 100 is a Belgian entertainment company that caters primarily to families with children aged 2-14 years. Building total concepts about much-loved characters like Samson & Gert, K3, Kabouter Plop, Spring, Topstars, Piet Pirate, Bumba and others, Studio 100 creates television programs, audio / video and book releases to theatre shows, musicals, merchandising, and of course the real-life theme park "Plopsaland" - all of which are supporting and promoted through Studio 100's comprehensive website. Appreciating that the audience, children, can be fickle, Studio 100 constantly updates and innovates campaigns and content, so much so that since its inception in 1996, it has become a firm fixture in the lives of millions of children and their parents in Belgium and the Netherlands.

In 2005 Studio 100 made the decision to move its umbrella website to a number of micro-sites for Samson & Gert, K3, Kabouter Plop, Spring, Topstars, Piet Pirate, Bumba and others.



"We had many great characters that we wanted to show off." comments Jan Chalmet. "The responsibility for our Internet fell within the controls of the publisher rather than

the IT department and so as a result, whilst technology is important, our primary concern was ensuring content was fresh enough to keep our audiences enthralled."

The IT department had a different set of priorities. The new solution had to be able to run multiple websites without causing content to be repeated, duplicated or reproduced. It also needed to support the numerous different file types and content forms that made the Studio 100 websites interactive and fun.

Not only keen to deliver the publishers' requirements for inspiring content, IT were looking for a solution that had the usability necessary to deliver a solution that would inspire the publishers to use it. Nic De Backer, IT Director explains: "It was important that we chose a content management system that was simple to use, without an overly technical interface since we knew it would have to be used by our content creators. The solution had to have a 'sleek' look and feel to succeed in a creative retail environment. Content Manager offered working processes that promised to be as easy to use as any Office application and that would require little technical knowledge from our end users to be able to publish or change information. This was an important keystone of our decision as we knew the success of our web solution depended on it being something our employees wanted to work with."

### The Solution

Choosing Alterian Content Manager, Studio 100 wanted to be able to easily manage and update the vast amount of information, images and sounds on their extensive websites. The Studio 100 website management solution relies on enabling content to be created, re-used and shared throughout the organisation.

"We chose Content Manager for its ease of use, but most significantly because it is capable of handling all the media types like images, sound and film which forms the core of our business. In addition, Content Manager enables real-time changes which are immediately visible to every user. This allows us to make any small adjustments to a new site, publishing it across the entire website, for example, combining the colours of K3 and the layout of the new film by Piet Pirate", explained Jan Chalmet, Web Producer, Studio 100.

Nic De Backer comments further;

# Alterian Case Study

## Studio 100

"Alterian Content Manager was the best fit. After a one hour introduction, our content publishers are ready to go. Adding content is quick and straightforward and, in addition, we are now able to input content in a single environment yet with a simple click of a button, publish in two countries."



Whilst the delivery of the new site was scheduled to take place, Internet service provider DAD had been working to develop the website. Responsible for the design, implementation, consultancy and maintenance of the website, the build time was dedicated to the creation of the templates that would form the backbone of the Studio 100 websites.

"By spending time creating and developing XML templates we were able to ensure that the information was not forced into 'single use' HTML templates. In doing so, it has been possible to reuse, exchange and share information across all our media platforms. With the emergence of new media such as iDTV we can be satisfied that with XML we will be covered to include, share and really get the maximum value out our communications channels" explains Nic De Backer.

An important prerequisite in the selection process for Studio 100 was the ability to offer high quality movies. Studio 100 has a self-developed multimedia flash player integrated into the website that plays all movies and songs instantly. Where previously Studio 100 had to perform several functions before footage was converted into FLV (Flash video), with Alterian Content Manager movies can be quickly and easily added as Flash videos to the central information repository. Once there, Alterian Content Manager is ready to publish the files anywhere across the website.

"Alterian Content Manager allows us to quickly locate and publish information. The user-friendly editing environment makes the process of adding and publishing content clear and simple for employees to manage" said Nic De Backer. "The openness of the system creates many opportunities for development in the future, including integration with Flash and games amongst other applications."

The Internet is an important marketing tool for Studio 100 with 35 to 40 percent of all ticket sales conducted through the website.

A recipient of the 'Best Website Layout with CMS' award, the Content Manager-run website is a big hit at Studio 100. "Our site in Belgium is one of the most visited sites. The main attraction on the site is watching programme clips and listening to songs. Following the launch of the new K3-CD on the site we had over 31,000 visitors per day. Visitor traffic peaks at certain times, particularly in the hour after school when many children visit our site. The system remains stable, even at these peak times, which for us is a crucial prerequisite for the success of the site," concluded Nic De Backer.



Studio 100 has already made several additions to its website, introducing new features including downloadable e-cards and wallpaper.

### The Future

As the website grows, Studio 100 site visitors can expect a more personalized offering which will allow the campaigns to be pulled off-line. Children who are customers in Plopsaland will gain cross site benefits, for example, receiving additional credits or redeemable discounts on mp3 downloads. In addition, Studio 100 is working to add a TV guide and a toy catalogue.

Studio 100 is continuously working on further development of its websites. With an average of 800,000 visitors per month and an average of 14 pages per visit, Studio 100's website was already popular, but these figures are expected to increase as new innovations are added.

"Visitors can already download ringtones and mp3's online but we want to generate even greater interactions with our visitors by developing campaigns as platforms for games", commented Jan Chalmet enthusiastically.

### Alterian

**Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.**

**It is the unique integration of analytics, content and execution through our industry leading tools, such as the Alterian Messenger email platform, and the award winning Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.**

**Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage. For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit [www.alterian.com](http://www.alterian.com).**

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