

Vimond Control Centre (VCC) and End-user Services central to BINGE, Australia's new entertainment streaming service.

BINGE

BINGE, Australia's new entertainment streaming service, jam-packed with the best content from around the globe launched on Monday, 25th May 2020.

BINGE offers an extensive library of ad-free on-demand content.

BINGE brings together the best Australian and international content via their dedicated entertainment streaming service, providing Australians with a new way to indulge in their favourite shows and movies.

With an incredible collection from the world's best creators including-

WarnerMedia, NBCU, FX, BBC and Sony, BINGE features a huge catalogue of HBO hits and will deliver much-anticipated originals from HBO Max.

Considered to be a next-generational streaming service BINGE looks to go beyond providing the best content by creating an emotional connection with viewers based on unapologetic entertainment pleasure, a place the customer can escape to for that precious 'me time'.

Vimond Control Centre and End-User Services power BINGE's Content Management, Content delivery and Personalisation features for the Service.

SOLUTION

The team that also built the ground-breaking Kayo Sports, has once again looked to Vimond to provide the Core Content Modules and End-user Services in delivering their new entertainment service BINGE into the Australian market.

Using Vimond's Content Management module the BINGE team is able to manage, organise, enrich the content with metadata and publish it to the service at the right time.

The Vimond products and feature sets used by the BINGE service include:

Content Management: Vimond's user-friendly interface available via a web browser, provides the graphical interface access to all the Core products as well as the optional add-ons.

Via the interface the Streamotion team are able to manage:

- License Windows
- Schedule publishing Content
- Images with multiple locations
- Related assets (linked asset relations) for relating extras and trailers and similar
- Chapters and index points.

Catalogue:

Catalogue - lets the team organise content into a structured hierarchy that can be used both for content presentation on their front-end portals through Content Curator and for creating Content Packages in the Monetization module. The category tree can be deep or shallow (many versus few Subcategories), wide or narrow (many versus few top-level Categories).

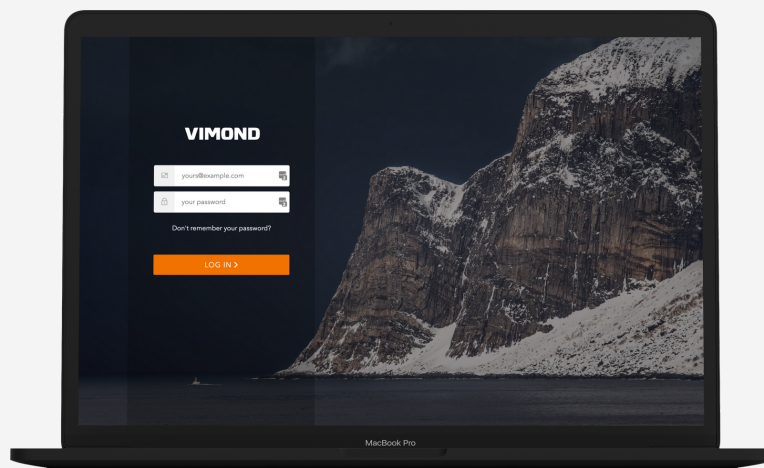
The Monetization module is used to manage products and content package access.

The Curation module (also known as Content Curator) helps the editorial team promote featured content on the service.

The team can easily organise content in carousels, menus and featured lists, and the user-friendly interface and advanced search options ensure that lists are quick to create and straightforward to manage. The editorial team can also bookmark their favourite views to make regular adjustments even easier.

RESULT

With the implementation and use of the Vimond Platform, the team has been able to launch an incredible new entertainment streaming service that is delivering a new way to enjoy the world's best content.



"We knew from past experience that the Vimond platform would enable us to launch an incredible new streaming service as we already had a proven track record in Kayo and WatchAFL. In addition, the Vimond team also contributed to the implementation through their deep understanding of what it takes to build a world-class entertainment experience allowing our customers to watch premium Shows and Movies on demand."

- Cora Spear, Director of Operations