

Wimbledon 2009 for NBC Universal

User Experience, Digital Asset Management - Live Streaming

GOAL

- First test of end-to-end turnkey digital asset management
- Ad injection, pre-encode
- Interactive microsite for end-consumers
- Custom DAM with desktop & mobile interfaces

CHALLENGES

- Extremely short turnaround (21 days)
- New, largely untested technology (HD streaming)
- Multiple breakpoints in start-to-finish delivery
- Small team (3 persons, incomplete scrum team)

PROCESS & METHODOLOGY

Straddled by multiple limitations, the team elected to focus solely on the user experience of both the consumer interface and the asset management backend, and build out as a one-time-use MVP. The team opted to use a simple checklist-based approach to document the development across four 4-day sprints.

The interface for the asset management was constructed using a mobile-first approach, since at least 50% of the functions would be done via mobile device (due to time differences). This led to a minimalist UI with simple, reduced input modes and easy “undo” functions. The backend was written in PHP using some pre-assembled modules and APIs in order to speed up development time.

The consumer interface was constructed in Silverlight, using player modules that were created for another client (Netflix). The experience was designed to emphasize high-profile matches, use color to denote types (live, replay, etc), and engage the user at each navigation point using motion to offset delays in loading the streams.

Note: since Silverlight was not widely used at the time, there was also a lot of focus on the installation sequence.



RESULTS

- Viewership hit expected numbers but provided extensive analytics for both NBC and iStreamPlanet
- Streamed 100 hours of match play, all with live-to-on-demand capabilities
- As a result of the test, NBC began a long-term relationship with iStreamPlanet, which included similar broadcasts of Monday Night Football and the 2010 Winter Olympics



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