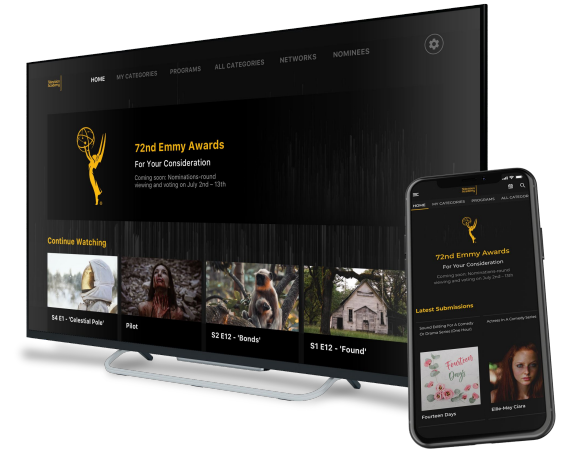


THE TELEVISION ACADEMY® REVOLUTIONIZED THEIR VIDEO DISTRIBUTION MODEL

The Television Academy® created a unique viewing platform for its voting members to stream FYC and nominated content



Problem To Solve

- Enable program delivery and user management for over 100 content categories across multiple competition phases
- Deliver a massive 2,000-hour catalog to voting members with different access privileges
- Support the custom tech stack required across 6 distinct mobile & TV platforms

Applicaster Solution

- Use the Zapp platform as a base to build and scale code across the 6 platforms to reach Television Academy members
- Use an Applicaster Growth Team to create the custom features required to connect to the Television Academy tailor made Skylark CMS and AWS Cognito user management system
- Leverage Zapp's feed management system to coordinate the competition phases
- Use Zapp Power Cells to make the Emmy branding shine, and present the necessary visuals for competition related metadata and standard program metadata

Results

- New paradigm for the Emmy® model launched in 10 months
- The TV Academy was able to deliver unique content to thousands of different voters with different viewing needs (x6 platforms)
- Zapp facilitated the high volume viewing requirements for Emmy voters - with some members seeing 1,000 items on a single screen during certain competition phases
- The Academy's content looked beautiful and sounded great!!