HarperCollins

Profile

ViewCast and Adobe Systems are leading a revolution in business communication, providing powerful and flexible streaming media solutions that elevate the quality and impact of corporate programming. Today's business leaders look to ViewCast and Adobe for world-class technology and expertise that enable them to harness the power of digital media and forge stronger relationships with employees, customers, shareholders, and corporate partners.

Venerable book and digital content publisher HarperCollins is among the latest companies to partner with ViewCast and Adobe to achieve advanced live and on-demand streaming media capabilities. With ViewCast Niagara streaming media encoders and Adobe Flash Media Server software at the heart of HarperCollins' new digital conference center, the company is equipped with a feature-rich, easy-to-use streaming media platform for broadcasting real-time and pre-recorded corporate messages and events to employees worldwide.

Industry

Publishing

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ViewCast® Niagara® Streaming Media Encoders and Adobe® Flash® Media Server Power HarperCollins' New Digital Conference Center

The Challenge

Harnessing the Power of Digital Media for Employee Communication

Founded in 1817 and home to many of the world's most prestigious authors, HarperCollins is internationally recognized as a leading publisher of English-language literature. Today the company is positioned at the forefront of technological innovation in the publishing industry, having been the first publisher to digitize its content and create a global digital content repository and copyright protection framework. And recently, HarperCollins began exploring streaming media solutions to enhance the company's new state-of-the-art online communication and programming infrastructure.

"Our early success in the digital publishing market has had a transformative effect on the company, inspiring us to seek out innovative technologies that will help us grow our business and communicate more effectively with our employees," said Steve Leiterstein, Senior Director, Desktop Services, HarperCollins. "When it came time to begin building our new digital conference center, we turned to ViewCast and Adobe for the world-class solutions and expert guidance that we needed to take our digital presence to the next level."

The Solution

ViewCast Niagara Streaming Media Encoders and Adobe Flash Media Server

Constructed at HarperCollins' corporate headquarters in New York, the company's new digital conference center was designed to facilitate live and on-demand broadcasting of executive addresses, guest speaker presentations, company meetings and corporate training programs. To ensure optimal streaming performance, reliability and manageability, HarperCollins implemented ViewCast® Niagara® streaming media encoders – the Niagara® 2120 and a Niagara® GoStream® SURF – networked to systems running Adobe Flash Media Server software.

"With ViewCast, we were assured proven, professional-grade streaming media systems that were easy to deploy and intuitive to use, complemented with excellent service and support," continued Leiterstein. "Meanwhile, the Adobe® Flash® Platform provides a rich, bandwidth-optimized viewing experience across all of our supported operating systems. The combination of these industry-leading solutions affords us a seamlessly interconnected, ultra-reliable streaming media environment and the flexibility to scale our digital media infrastructure as business requirements change. By every measure, our ViewCast® and Adobe® implementation has been a tremendous success."
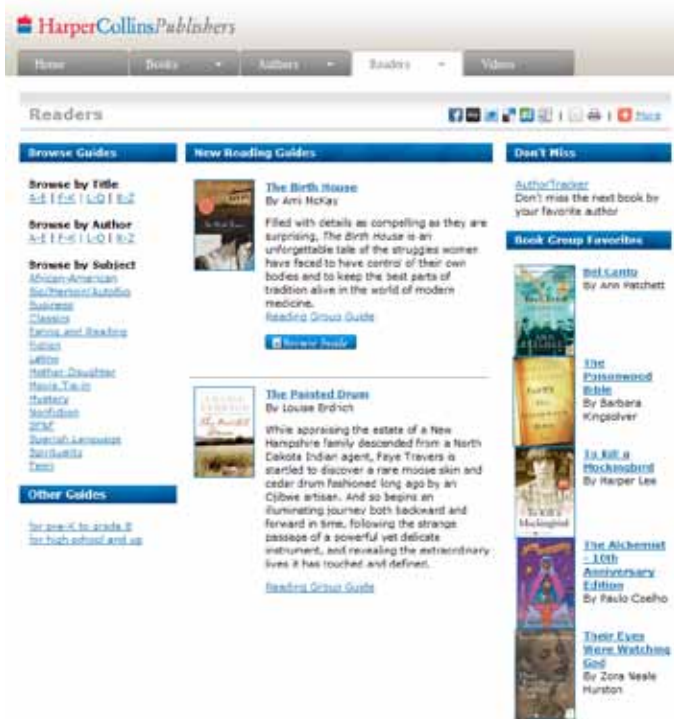
Adobe® Flash® Media Server software provides powerful new delivery methods that can save significant bandwidth costs and can help lighten network loads to deliver the very best media experiences. With its implementation of Flash® Media Server, HarperCollins can now stream live and on-demand content quickly and easily to a wide variety of platforms and devices as it benefits from greater content protection and advanced playback experiences with adaptive bitrates.

The Result

Live and On-demand Streaming to Employees Around the World

HarperCollins' new streaming media system made its successful debut in 2010 when it was utilized to broadcast a corporate address from the company's CEO. The address was streamed in real-time to HarperCollins employees in New York, and made available as video-on-demand for company employees around the world. Streamed without interruption in high-resolution video and archived for easy access, the address marked a new chapter in HarperCollins' continued evolution from print media to multi-media powerhouse.

HarperCollins' innovative implementation of ViewCast Niagara encoders and Adobe Flash Media Server underscores the value and operational agility that streaming media can bring to any business. It also reaffirms the strength of ViewCast's technology integration with the Adobe Flash Platform. In terms of corporate communication applications, emails and memos can never match the immediacy and impact of online video. Even for a centuries-old company born of the printing press, digital media has the power to transform the scope and effectiveness of key business initiatives.
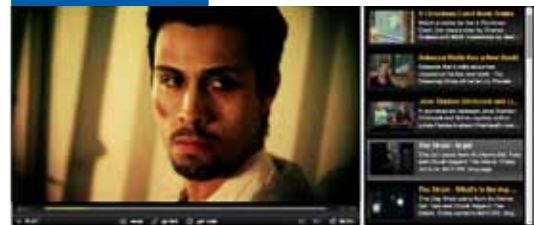
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