

4D Interactive



TANLA MOBILE CASE STUDY

Client:	4D Interactive
Country:	UK
Industry:	Social Networking, User-Generated Content, multi channel strategy
Brands:	4D Interactive, Sky, 'Chat Box'
Target Audience:	18-25 Youth Market
Medium:	Television, Web, Mobile
The Challenge:	4D required an interactive TV platform whereby the community of viewers can send SMS, MMS, Video file or Audio files via their mobile phones and see the content aired on 2 live channel networks on Sky Digital.
The Solution:	Tanla Mobile replaced the existing legacy system which was limited in functionality and performance and created an interactive platform
Results:	The project was completed on time and to budget.

A Platform for Success

Interactive television channels where users participate using their mobiles to send voice, text and video messages are increasingly popular and relevant. Allowing viewers to actually interact with each other, however, sits at the leading edge of audience participation in UK broadcasting.

4D Interactive produce and manage 2 channels on the Sky satellite network, one of which is the successful 'Chat Box'. They offer participants a social network built almost entirely around content created by viewers, where participants can meet, socialise, chat and date using their TV screen as a shared resource.

Users can interact with each other in an immediate and exciting way through the channel itself using their mobile phones. They can have their voice and text messages, pictures and videos broadcast on screen – they can even take this communication on a 1-2-1 level if required. In all cases, however, it is critical that each and every viewer submission is reviewed and moderated by channel 'Text Jockeys' or 'TJs'. A team of 30 TJs working in shifts moderate content for both channels, with the aim of filtering out inappropriate submissions to ensure output remains within Ofcom guidelines.

To bring this level of innovation to its users, 4D needed an interactive, integrated technology platform allowing them to receive, moderate, format and post user content. 4D turned to mobile application development specialists Tanla Mobile to replace the existing legacy system which was limited in functionality and performance. They asked Tanla to create the interactive platform, drawing on their expertise in key areas of mobile messaging management and application development.

"Our channels are among a very small group who can enable this level of contact between members of the public via a TV programme – it's a compelling package for our viewers," explained Sarah Godfrey, 4D's Sales and Marketing Director. "But that does present a range of technical challenges, and our reliance on technology to make the channels operate means that our choice of partner was a critical decision."

With 4D sitting between the viewers and the mobile phones on one hand and Sky TV's satellite distribution network on the other, designing a system with performance and resilience would be all important for the channels to operate at all. The specification given to Tanla for the 'Moderation Console' was therefore a multi-dimensional challenge requiring a range of development skills.

4D wanted to be able to create a more dynamic and variable set of on-screen themes, which provided the graphical placeholders in which viewer content would sit. TJs using the console needed to be able to quickly assess and filter viewer submissions and process them for broadcast.



Tanla's approach was to work with 4D throughout the entire development lifecycle of the project, from requirements analysis and proof of concept through to implementation and post-live support. "Tanla have an excellent track record in mobile application development, and they have the depth of development resource to be able to complete projects to time, and also to be able to react quickly to circumstances as they arise," said Sarah Godfrey.

Multi-channel, multi-skilled

Successful brands increasingly want to transcend all available media channels whether that's traditional TV and radio or new channels such as the Internet and mobile. This has been an area the Tanla has excelled, helping companies navigate the complexities of a multi-channel strategy.

"4D now has an efficient, dynamic and scalable solution to give it a competitive edge in interactive television services," said Gautam Sabharwal, Director of Tanla Mobile. "It demonstrates that not only is there a strong demand for applications which integrate mobile with other communications technologies, but that they can be built as high performance, reliable and affordable systems."

Mobile phones have a big role to play in the social media / user generated content space including photo-sharing and social networking sites. Today's phones can handle photos and video with ease. This combination of sophisticated handsets with high-speed data access will enable consumers to post social content directly onto the internet. Tanla Mobile provides content management platforms that link across mobile, web and TV. Although big social network brands will build services for mobile, we can also help niche brands that have built communities on TV and the internet mobilise their services.

Tanla Mobile's technical consultancy capabilities helps clients develop, deploy and manage IT and telecommunications solutions, ensuring they are aligned with a company's strategic objectives. We have a business focused approach aimed at assisting clients in achieving their broader commercial goals, with an underlying focus on reducing costs, streamlining processes and increasing efficiency.

We offer a complete project management solution using industry recognised project lifecycle management processes and standards. Tanla is ISO 9001 compliant and adheres to global project management processes including CMMI, Agile and Prince 2.

www.tanlmobile.com

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