POWERING IMMERSIVE VIDEO EXPERIENCES WITH A FLEXIBLE CMS & OVP PLATFORM

NATIONAL GEOGRAPHIC

Founded in 1888, the National Geographic Society is a global nonprofit organization committed to exploring and protecting the planet. Equipped with the world's best scientists, photographers, journalists, and filmmakers, National Geographic is the world's leading multimedia destination for the best stories in science, exploration, and adventure.

CHALLENGE

National Geographic's legacy CMS made posting content a time-consuming and manual process for producers and editors. The site was overly complex on the back end, and the front end prevented National Geographic from offering the stunning visual experiences that the brand was known for. In order to provide a cinematic user experience worthy of the brand, National Geographic needed to completely revamp its online presence.

With a massive library of content, Nat Geo needed customizable a solution to align with the company-wide taxonomy. Doing so would make it faster and easier to organize, present, and deliver dynamic multimedia content. The new CMS also needed to seamlessly integrate with the corporate online video platform, Comcast MPX, in order to make it simpler for editors to manage and curate the experience for millions of online visitors.

SOLUTION

In just three months, Brightspot met National Geographic's complex and multifaceted requirements, enabling the company to:

- **Create visually stunning and immersive multimedia experiences** quickly and easily, doubling traffic and increasing the time users spend on the site.

- **Manage, host, and present compelling video content** via a seamless integration with its existing OVP, Comcast MPX.

- **Increase discoverability** by instituting a company-wide taxonomy system for tagging related content, significantly simplifying and speeding up editorial and development workflows.

"It's a Ferrari of a system. Brightspot has an incredibly fast, sleek front end, and the back end is intuitive, simple, and effective. Basically, it helps us publish faster."

**MIKE SCHMIDT,
DIRECTOR OF MULTIMEDIA,
NATIONAL GEOGRAPHIC**

- **Showcase curated content** easily with featured videos and editor's picks sections on an enhanced, fully responsive front end.

- **Reduce reliance on IT** with new, streamlined publishing experiences complemented by bulk editing tools, customizable workflows, and live previews.

IMPACT

With the help of Brightspot, National Geographic gained a crisp and modern front-end design and a powerful next-gen CMS to optimize back-end processing. By fully integrating with the existing OVP, Brightspot allowed National Geographic to further evolve its video products with additional page redesigns, enhanced player deployments, and advanced advertising policies.
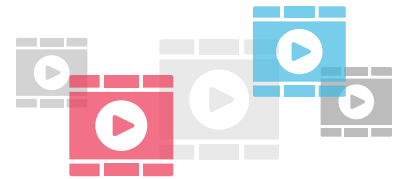
KEY SITE FEATURES

- Flexible Editorial Workflows
- Multichannel Publishing
- Taxonomy Management
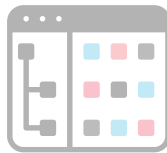- OVP Integration
- Ad Integration
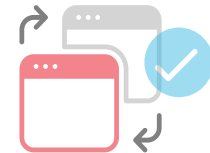- Live Preview
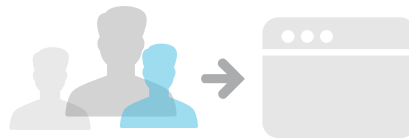
DOUBLED
WEBSITE TRAFFIC

OVER 12,000
VIDEOS IN THE CMS

ROBUST SUPPORT FOR
OVER 50,000
TAXONOMY TERMS

REAL-TIME
DATA SYNCHRONIZATION WITH COMCAST MPX OVP

BRIGHTSPOT | PERFECTSENSE
EMPOWERING DIGITAL POSSIBILITIES