



Case Study Submitted For: [Hindustan Times.]

Video Community Portal

Summary

Founded in 1924 when its flagship newspaper Hindustan Times was inaugurated by Mahatma Gandhi, HT Media (BSE, NSE) has today become one of India's largest media companies.

With a combined daily circulation of 2.25 million copies and a readership base of 14.49 million readers, Hindustan Times (English) and Hindustan (Hindi) enjoy strong brand recognition among readers and advertisers, and are produced by an editorial team known for its quality, innovation and integrity.

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	<h2>Aims/Objectives</h2> <p>To build a platform-agnostic online video portal to showcase HT-generated news and features videos as part of our integrated newsroom strategy, as well as to provide a platform for user-generated (both HT and non-HT readers and consumers) video content.</p>
	<h2>Brief</h2> <ul style="list-style-type: none">➤ Videos<ul style="list-style-type: none">○ Publish Videos○ Publish Video Workflow○ Latest Videos○ Most viewed Videos/ by category○ Highest Rated Videos○ Browse by category○ Add to Favorite○ Comments○ Review Videos○ My Video➤ News<ul style="list-style-type: none">○ My News○ Publish News Workflow○ Add to Favorite➤ Events<ul style="list-style-type: none">○ My Events○ Publish Event Workflow○ Add to favorite➤ Search<ul style="list-style-type: none">○ Live Search○ Tagging➤ Share Video<ul style="list-style-type: none">○ RSS○ Send as e-mail➤ Security<ul style="list-style-type: none">○ Roles and Permission○ Login and Logout➤ Video File Format Support<ul style="list-style-type: none">○ AVI, MPEG, WMV, MOV, QT, 3GP➤ Profile Management➤ Help, About Us, Contact Us



	<h2>Technologies Involved</h2>
	<h2>What did it achieve?</h2> <p>A cost effective yet efficient system which could achieve the growing need of the organization.</p> <p>The videos can be seen at http://flv.tetrain.com:9000/tetra</p>