

## Case Study – Dylan Ogden Series HooplaTV

Sand developed a great website for the latest OnlineTV based website using the latest Streaming Video Technology. Scalability is a major criteria which has been taken care very efficiently.

### The Client

Hoopla is a next generation web television production company that produces high quality programmes written and filmed specifically for consumption on a PC. Programmes will be streamed via the internet and financially supported from creative brand sponsorship. While the PC will be the primary means to viewing Hoopla programmes, the mobile phone will become the next screen of choice. Hoopla programmes are currently aimed at the western youth market.

Hoopla is looking to build an online presence, initially for the company's first web tv series - Dylan Ogden. The Dylan Ogden site ([www.dylanogden.com](http://www.dylanogden.com)) will be the first of a series of 'Hoopla Programme Sites', designed to showcase the respective web tv series, engage user interest and promote the sponsoring brand(s)

Dylan Ogden is a series of 3 to 4 minutes episodes about four characters growing up in Leeds. Each season is ten episodes long, and episodes will be released about once a week. We are looking to build a site and syndication tools to pilot this series to bring in a brand sponsor.

### The Challenge

Dylan Ogden is a TV Series that HooplaTV wanted to create an online version of it allowing viewers to access their shows from anywhere in the world. Even there are several technology available in the market today to embed videos into a website, bandwidth & streaming is a major concern and obviously scalability. Below are a list of challenges on the site:

Summary of challenges:

- Videos need to be streamed properly on users browsers.
- Quality of the video should not be compromised to make them stream faster. If the quality of the video is decreased, file size of the video decreases and streams faster.
- Website need to be robust and most importantly scalable as more users will be trying to access the same video

### The Solution

Developing such an application of this size was a big challenge for us at Sand. The major part is that the streaming & quality of the video. We provided HooplaTV the options to upload their video on a 3<sup>rd</sup> party tool M3 Mydeo and also on their site. Latest FLV tools are used for the video to stream better. We had to test several resolutions before the correct size, good quality and optimum streaming to be achieved. To make the site robust and handle scalability we developed the site from scratch using a 3-tier MVC Architecture (Model View Controller) to increase scalability & maintainability. We also followed AGILE Development Methodology, BugZilla, SVN to execute the project in a more efficient way.

### The BottomLine

After being Live in October 2008, DylanOgden is becoming increasingly famous and available to fans across the globe. Now we are working on improving the site further with more improvements on videos, community for fans and several other features.

Sand understood that designing & developing a new concept into reality called for a departure from conventional web design methods and start thinking out-of-the-box. Not only web design but for all cooking based websites what they really missed all these years.



<http://www.DylanOgden.com>

Leeds, UK

Launched on 10th November, 2008

### Technology Used

PHP, SMARTY, MySQL, AJAX, ADODB, FLV Tools

### Major Achievement

- \* Finely tuned contents and presentation.
- \* Latest out-of-the-box website design, developed using the latest Macromedia tools.
- \* Integrated site with the latest Video streaming technology.
- \* Comprehensive Administrator Panel with CMS to manage content on each page.
- \* Site Optimization to scale to a large number of hits/visits and handling loads of data.

### Client Experiences

"Sand has shared our vision in creating the best solution for our online series of Dylan Ogden shows. The designers have done a great job in creating a new and a sophisticated look to the site.

We also appreciate their efforts in integrating the site with the latest video streaming technology.

The most important part being delivering on-time allowing us to plan our campaigns very effectively.

Thanks for the patience and a great site.

- Carl & Mike at DylanOgden"



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