Third Light

Case Study
➡ UKTV

Satisfying 42 million viewers

UKTV is a multi-award winning media company with eleven core brands: UKTV Play, Dave, Watch, Gold, Alibi, Yesterday, Drama, Really, Home, Eden, and Good Food. It's home to the most popular non-PSB channel in the UK, and reaches more than 42 million viewers every month. A 'David to the Goliath brands', UKTV is the fastest growing broadcaster in Britain.

Web channel overhaul

"In 2012 we embarked on a large project to redevelop all of our consumer and business websites from the ground up," says UKTV Head of Digital Delivery, Oliver Davies. "Moving from Cold Fusion, new channel sites were built in a fully responsive mobile-friendly grid, using a Python Django-based content management system. Our digital asset platform had to be the right fit."

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Like many companies, we really suffered from having images all over the place, in folders and on desktops, and the workflow was proving difficult to manage.

Our image management was something we were determined to get right.

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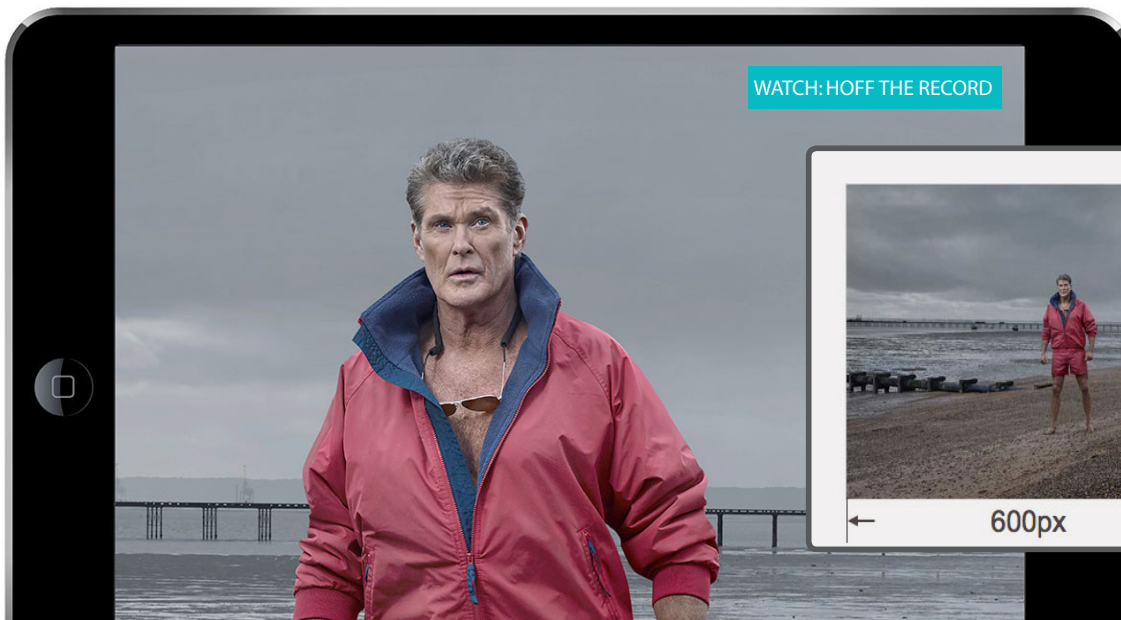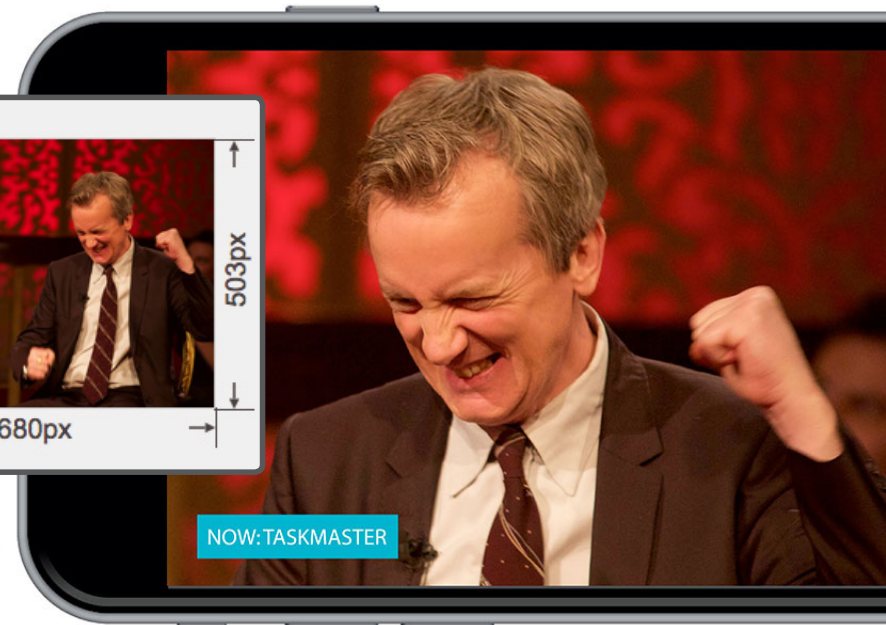– Oliver Davies, Head of Digital Delivery, UKTV.

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UKTV chose an Enterprise Edition Third Light media library to host all 168,768 of its image assets. The system is accessed by 21 administrators, and 600+ in-house and press users.

Simpler storage and retreival

"We'd never used a third-party digital asset management tool before, so we did lots of research into different systems, and made the decision to use Third Light as our tool for all our websites and digital products. It was a great fit for us. It simplified the storage, retrieval, and creation process of our images. We now had a single destination for all of our press imagery, which meant that other teams could use the library and enjoy the benefits too."

No more manual handling

"Before we used the Third Light system, our web editors had to go through a very manual process to prepare images for websites. They had to email the Press Team for official imagery, then manually edit the images in Photoshop for multiple sizes and crops, before uploading them to our old website content management system. The great thing that the Third Light library allows you to do is create crops of all your high-res originals, without leaving the CMS."

503px

680px

NOW: TASKMASTER

UK TV

WATCH: HOFF THE RECORD

488px

600px

"

The Third Light system was the right 'size' in terms of price and complexity, and it has all the features we need. It offers good value for money, and means that we can forget about image management (in the nicest possible way). We've been using it for a couple of years now and are very pleased with its performance.
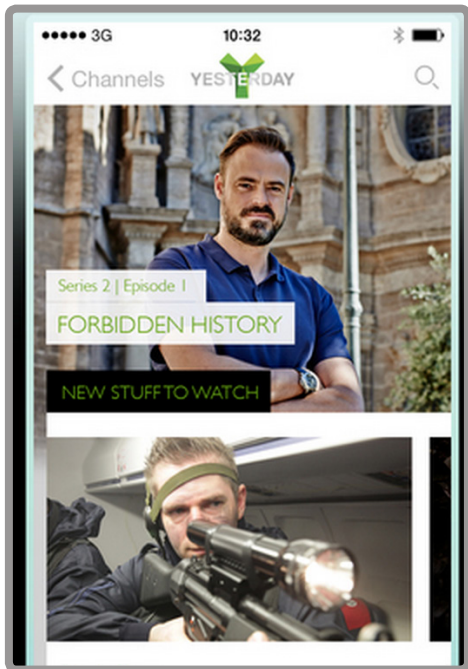
"

– Oliver Davies, Head of Digital Delivery, UKTV.

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Success With Software → Integrating Third Light

"Image management is a really important part of any content admin system," Davies says. "It must be able to grow and adapt to meet future needs."

Python-friendly plugins.

"The feature of the Third Light system that we most use is its programming interface (API). We have tools to select, assign, and crop images from the Third Light library without leaving our own customised Django CMS, all written in Python."

Video-on-demand assets

"We also use the Third Light software to manage our video-on-demand imagery across a range of applications including iOS and Android apps. We have a lot of programme assets that each need an image assigned to it, and with the Third Light plugin we are able to quickly search the programme ID number that the images are tagged with."

python™

" The Third Light library has streamlined so many processes. There's no more manual editing or manipulation, and all programme-related images are sourced from the same place for multiple uses. "

Third Light wishes to thank Oliver Davies, Head of Digital Delivery at UKTV for his time in providing feedback for this case study.

About Third Light

Third Light is a software and internet services business based in Cambridge, UK. Our core business is to develop and host specialist solutions for digital media management, storage and collaboration, while minimising technical complexity. Key clients include Cambridge University, the United Nations, NASCAR, Virgin Group, Fujitsu, and many other businesses. We have supplied web-based asset management tools to businesses since forming in April 2002.

Get your FREE trial today: thirdlight.com, or call 01223 475674 for a demonstration.

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Third Light's digital media library is a self-contained software product for corporations, media agencies and marketing teams, that allows digital content to be managed, stored, displayed, and shared using the web. Third Light software has been widely deployed to solve many of the digital challenges that are common to all businesses, and is used in a wide range of sectors to simplify and improve the way that digital files are handled.

https://www.thirdlight.com