



e-TF1 – Enhancing the value of video content

A fully-owned subsidiary of TF1 SA, e-TF1 produces, develops, and publishes multimedia content and services designed for broadcast over fixed (Internet) and mobile (WAP, PDA...) networks.

This offer is currently included in the www.tfl.fr web site, one of the most often-visited French sites.



The project

- Leverage documentary archives containing over 4,000 hours of video.
- Index 14 weekly newscasts, approx. 354 hours per year.
- Remain the leader of RichMedia in France.
- Make access to newscasts more attractive.
- Find a solution that can integrate in Vignette (a content management system).

The Manreo solution

- Automatic segmentation of newscasts immediately following broadcast.
- Simplification of the newscast indexing process.
- Association of elements with the video to enrich the information in the newscast.
- Browsing of entire subjects or by sequences.

Advantages

- Automation and optimization of the overall management and publication process.
- Reduction in the time required to put content online.
- Faster, richer indexing.
- Quality of the Rich media pages generated.
- Better service rendered to Internet users (chapter stops for newscasts).
- Integration in the Vignette system.
- Full-text searches of prior newscasts.

Benefits

- 20% more visitors to indexed topics with the Manreo platform.
- 80% reduction in indexing time (from 35 to 7 minutes).
- Sale of stock market-related subjects to major French banks.
- I-mode: broadcast of news texts.

Software used in the Manreo range

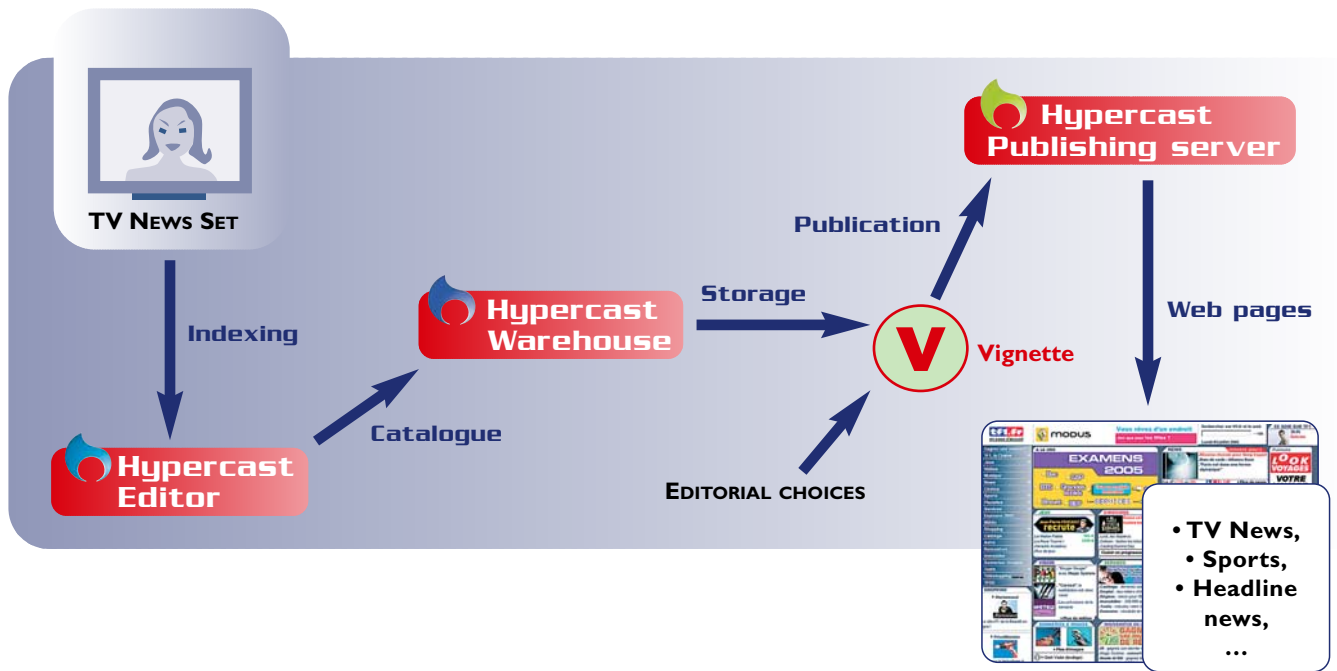




The next step

Following the success of the Manreo platform, e-TF1 is now indexing its other programs:

- TV shopping.
- Sporting events.
- TV game shows.
- Various presentations based on rich media.



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