

## Magenta Telekom Implements Whip Media's CVM Platform to Manage VOD in Austria

Customer Success

### The Challenge

In response to new company leadership, Magenta had to plan to support their legacy systems, while planning for innovation. Magenta's first challenge in achieving this goal was to automate their current processes to drive innovation within their business, including greater accountability, flexibility and scalability to maximise revenues.

Ultimately, Magenta's VOD business is growing, and this partnership with Whip Media and the implementation of its Content Value Management (CVM) Platform was necessary to adapt and provide their customers with more of the right content.

To support this strategic vision, Whip Media was able to provide a new dedicated system that automated processes for a centralised view of their content supply chain to help streamline their VOD operations to adapt and grow in response to the increased demand of VOD content.

### The Solution

- Fully automate processes and systems to help expand Magenta's business and deliver more content
- Effectively capitalise on content contracts, control VOD royalties, streamline asset order and offer management and empower their content ecosystem and supply chain management
- Optimise the workflows and human input required to run a modern on-demand service for subscribers
  - Magenta TV's VOD service is now managed by only 3 people - an unheard of level prior to the implementation of Whip Media Group's CVM VOD platform

### About Magenta Telekom

Magenta Telekom is one of the largest pay TV providers in Austria. The Deutsche Telekom subsidiary is also a provider of Internet and mobile communications, entertainment and business solutions in Austria with 2,500 employees and a generated revenue of EUR 1.3 billion in 2020. With the rapid growth of VOD content, their ultimate goal was to better manage their VOD platform.

### Boosting Business Value

With the solutions from Whip Media, Magenta Telekom has accelerated into the adoption of an automated system that aggregates their entire VOD platform supply chain into one dedicated unified environment. They now have a centralised view of contracts and content for their VOD services, as well as visibility over their VOD and SVOD supply chains as a whole. Whip Media was able to automate their asset order management processes and cost calculations, create a standardised reporting format for settlements, and streamline the process for generating reports.

*"The rapid growth of VOD content has required that we adopt new systems to scale and efficiently handle an increased volume of deals, along with calculations and payments to programmers. Working with Whip Media, we are now able to better streamline and automate content operations to improve efficiencies and mitigate risks by reducing manual processes."*

*- Christian Jaros  
VP Entertainment, Magenta TV*