

CBS Television Web Sites Amplified by Visitor Videos, Images, and Audio



"This Web application, created using Microsoft® Silverlight™, enables our audience to engage, interact, and share their local stories and content."

Darren Person, CTO, CBS Television Stations Digital Media Group

Summary

The CBS Television Stations Digital Media Group wanted to increase interaction and engagement with viewers. Using Microsoft® Silverlight™ (formerly code named "WPF/e"), CBS worked with partner frog design to create a rich, easy-to-use Web application that supports member-generated audio, video, and image files. The application further serves its audience by allowing affiliates to personalize the experience, focusing on events and interests within their community.

Company Profile

CBS Television Stations operates in 22 markets with 36 stations nationwide and is the leader in local news and content in television and through digital distribution platforms.

The Digital Media Group within CBS Television Stations manages editorial operations, programming, advertising sales, business development, and technologies for all Internet, wireless, and other non-broadcast distribution paths.

Key Technology

Microsoft® Silverlight™ helps deliver rich, cross-platform, interactive experiences, including animation, graphics, audio, and video for the Web.

Business Challenge

Viewer-generated content flourishes online—as do concerns about its accuracy. CBS sought a strategic offering that would tap into viewer knowledge while maintaining journalistic integrity. Remarks Darren Person, CTO, CBS Television Stations Digital Media Group, "In this new age of information, our site visitors are quickly becoming the fastest sources of breaking news. We want to leverage their content, while ensuring seamless review and approval processes."

Solution

CBS partnered with Microsoft and, with the help of frog design, used Silverlight to create a Web application that allows visitors to submit content. According to Mark Ligameri, Executive Creative Director at frog design, "The rich media solution provides real people the ability to offer reports on their communities. Working within its network of affiliates, CBS can screen the content for accuracy, and then post this content."

The application also promotes community. Visitors can rate, comment upon, and share content, engaging with news in a fresh way. Adds Person, "We also included the capability for ad integration. Advertisers can reach a localized, targeted audience."

Differentiating Through User Experience

"The streamlined, minimalist design makes content the hero. A sleek screen and clear navigation lend visual and spatial priority to the media files themselves," says Ligameri.

