

# POWERING IMMERSIVE VIDEO EXPERIENCES WITH A FLEXIBLE CMS & OVP PLATFORM



Founded in 1888, the National Geographic Society is a global nonprofit organization committed to exploring and protecting the planet. Equipped with the world's best scientists, photographers, journalists, and filmmakers, National Geographic is the world's leading multimedia destination for the best stories in science, exploration, and adventure.

## CHALLENGE

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For National Geographic, working on a legacy CMS had made posting content a time-consuming and manual process for producers and editors. In addition to being overly complex on the back-end, the front-end of site prevented National Geographic from offering the stunning visual experiences that the brand was known for. In order to provide the cinematic user experience worthy of the brand, National Geographic needed to completely revamp its online presence.

With a massive library of content, NatGeo needed a solution that could be customized to align with the company-wide taxonomy. Doing so would make it faster and easier to organize, present, and deliver dynamic multimedia content. The new CMS also needed to seamlessly integrate with the corporate online video platform (Comcast MPX), making it simpler for editors to manage and curate the experience for millions of online visitors.

## SOLUTION

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In just three months, Brightspot met National Geographic's complex and multifaceted requirements, enabling the company to:

- **Create visually stunning and immersive multimedia experiences** quickly and easily, doubling traffic and increasing the time users spend on the site.
- **Manage, host, and present compelling video content** via a seamless integration with their existing OVP, Comcast MPX.
- **Increase discoverability** by instituting a company-wide taxonomy system for tagging related content, significantly simplifying and speeding up editorial and development workflows.

*“It’s a Ferrari of a system. Brightspot has an incredibly fast, sleek front end and the back end is intuitive, simple and effective. Basically, it helps us publish faster.”*

**MIKE SCHMIDT, DIRECTOR OF MULTIMEDIA, NATIONAL GEOGRAPHIC**

## KEY SITE FEATURES

-  Flexible Editorial workflows
-  Multi-channel Publishing
-  Taxonomy management
-  OVP Integration
-  Ad Integration
-  Live preview

- **Showcase curated content** easily with featured videos and editor’s picks sections on an enhanced, fully responsive front-end.
- **Reduce reliance on IT** with a new, streamlined publishing experiences complimented by bulk editing tools, customizable workflows, and live previews.

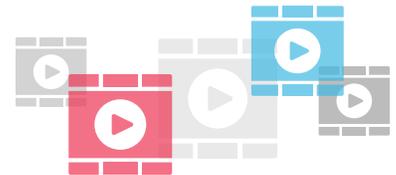
## IMPACT

With the help of Brightspot, National Geographic gained a crisp and modern front-end design, and a powerful next-gen CMS to optimize back-end processing. Fully integrating with the existing OVP allowed National Geographic to further evolve their video products with additional page redesigns, enhanced player deployments, and advanced advertising policies.



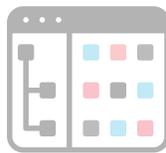
**DOUBLED**

WEBSITE TRAFFIC

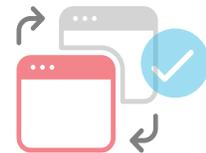


**OVER 12,000**

VIDEOS IN THE CMS



ROBUST SUPPORT FOR  
**OVER 50,000**  
TAXONOMY TERMS



**REAL-TIME**  
DATA SYNCHRONIZATION  
WITH COMCAST MPX OVP

**BRIGHTSPOT** | **PERFECTSENSE**  
EMPOWERING DIGITAL POSSIBILITIES