



GMTV is one of the most popular breakfast television shows in the world. Every month, it reaches 25 million people, almost half the UK population. More people watch GMTV in a week (11 million adults) than read the Daily Telegraph, The Times, The Guardian, The Independent and the Financial Times put together (6.2 million adults).

GMTV also has a dedicated following of younger viewers, with over one million tuning in for GMTV's weekend kids show, DiggIt. With this kind of high profile exposure, the GMTV website has to handle an average of 2.5 million page impressions a month, rising to one million a week at peak periods, such as the fuel crisis in 2000.

In order to meet these demands, GMTV use a cluster of three web servers accessed through an active load balancing system.

Requirements

To keep the large and varied website topical and informative, the GMTV editorial team produce an extensive quantity of content every day for the show.

Editors were not only responsible for the preparation of their features but also for manually submitting the content onto the GMTV website in HTML, which is both a time consuming and complicated task.

GMTV identified a need to implement an application that would simplify this process, reducing the time spent updating content while automatically maintaining site structure and integrity. The chosen solution would have to ensure that the website remained visually consistent, handle differing media types and eliminate dead links.

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When you have a website as information rich and up to the minute as GMTV's, you really need a reliable, user-friendly application that can quickly and easily process all online content from text to video...The GOSS WEBSITE solution does just that.

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Cliff Smyth
Web Development Manager from GMTV

GOSS

The Solution

Based on the nature of GMTV's business, and their specific requirements, GOSS recommended the WEBSITE Solution. Its core iCM technology ensures that vast amounts of content types can be created, maintained and delivered in order to respond rapidly to the requirements of its target audience. The flexibility of the solution will allow the GMTV team to generate a variety of innovative ways to engage and maintain the interest of its audience.

The solution's ease-of-use means that the editorial team are able to react when they need to, without the need for html skill. This results in faster communication.



The Implementation Process

The WEBSITE Solution has provided GMTV with an effective method of separating content from the design of the website ensuring that design integrity is maintained and content can be efficiently updated. During the production of the website, GOSS developed a solution that provided the key functionality, and a training programme for GMTV developers.

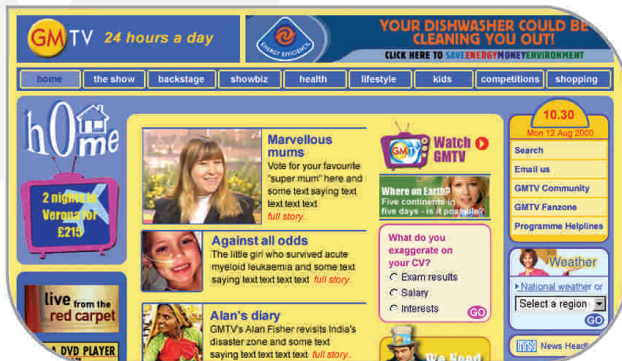
The solution offered additional benefits to GMTV, including high levels of automation, so that it would automatically display the most recent articles and dynamically integrate with GMTV's Real Media advertising system. The solution was developed in a flexible manner so that a wide variety of content could be displayed. By selecting different graphics and controlling their positioning, editors can create a range of differing page appearances. The GOSS WEBSITE Solution has enabled a complex site to become easily managed resulting in immediate cost savings in content maintenance time.

Outcomes and Interest Areas

The GOSS WEBSITE Solution enables the GMTV team to easily maintain the interactive website and keep audiences actively informed of all the latest news, programme features and promotions. With roles-based security and a full editorial approvals system, content can be prepared and submitted by non-technical personnel, relieving IT Managers of the responsibility of updating the site. Editors are able to schedule content prior to publication date, submit video and multimedia to the site, run opinion polls, quizzes, and competitions.

The four person GMTV team can now effectively manage their large and popular website with ease. GOSS and GMTV have worked closely alongside each other throughout the development of the site ensuring that their solution was customised to meet the exact needs of the client.

GMTV have re-purposed their existing content to cater for an interactive TV interface. The GMTV website has over a 100 different ways of interacting with its users (in terms of function and layout). All web content can now be accessed by the audience via their televisions.



The Future - Accessible Re-Design

GOSS have been commissioned to re-design the GMTV site, as the GMTV team feels a website re-design will keep a fresh look to the site for the end user, expand the functionalities of the site to fit current and potential GMTV target audiences, and to meet the website accessibility guidelines.

With regards to the latter, GOSS will ensure that the new GMTV website will to adhere to the Disability and Discrimination Act (2004) to achieve the best possible Web Accessibility Initiative (WAI) rating, while maintaining a balance between commercial responsibilities, site design and usability. The success criteria for the site will be based on the W3C's WAI priority criteria.

“The GOSS WEBSITE Solution has reduced our content processing and maintenance time, allowing us to focus on providing our viewers with an interesting, vibrant and accessible website.”

Cliff Smyth, Web Development Manager from GMTV

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