Driving Engagement and Transformation in Digital Media

With Couchbase

☑ **Deliver engaging viewer experiences at every touchpoint while preventing service interruptions and poor user experiences**

☑ **Easily accommodate surges in content demand and volume**

☑ **Provide personalized viewing experiences – multiple device sharing, placeholder on-demand content, and more**

☑ **Quickly adapt to a constantly shifting market and add innovative services to better retain viewers**

Today's consumers expect online content to be available anytime, anywhere. Whether it's streaming, on demand, or live, digital media experiences must be personalized, always available, and mobile.

Rising user expectations and competitive pressures are creating new requirements for digital media applications and services. Companies face increasing demands to deliver great customer experiences – fast, personalized, and available on any device.

At the same time, digital media businesses need to support growing volumes of users and data despite unpredictable access and demand patterns, all while reducing costs and time to market. These pressures put ever-increasing demands on the operational, or system of record, database.

Top Challenges for Digital Media Leaders

- Managing massive amounts of unexpected user demand while preventing service interruptions and poor user experiences
- Providing subscribers swift content access while streaming content simultaneously to millions of subscribers
- Enabling personalized viewer experiences – multiple device sharing, placeholder on-demand content, and more
- Delivering "downstream" service functions
- Enhancing user interfaces and content access to increase customer loyalty and per-subscriber margins
- Innovating existing infrastructure to continually add new functionality and features that ensure retention and keep competitors at bay
- Initiating system changes in a matter of days, not weeks or months

Couchbase provides a data platform that powers the daily activities of today's digital media consumer. Including a server database, a native mobile database, a synchronization gateway and Big Data/SQL integrations, Couchbase delivers a true system of engagement database that provides the flexibility and scalability required to support a seamless user experience when accessing, browsing, and streaming rich content on any device.

The Couchbase Solution

- Provides a single data platform that can deliver relevant and simplified experiences for consumers at every touchpoint and every connected device
- Gives consumers the ability to access media more easily and conveniently
- Provides a seamless experience when accessing, browsing, and streaming rich content on any device
- Reduces cost of operations and improves customer retention
- Scales elastically and seamlessly based on your digital media demands

Business Use Cases

Subscriptions & digital rights management

Media and content catalogs

Smart, interactive TV guides

Media personalization offers

Real-time viewer tracking

Bookmarking, recording & omni-channel

Customer Success Stories

GANNETT Gannett is one of America's largest media companies, with systems that are accessed by 96 million visitors per month. After experiencing network outages and replication issues with SQL Server and exploring how it could deliver a more portable infrastructure at a lower cost, the company chose Couchbase over MongoDB and Cassandra due to its memory-first architecture. Currently, Gannett plans to redesign its architecture in favor of using Couchbase which will support higher read/write speeds, greater scale and access, and cost a fraction of their previous annual spend.

DIRECTV DIRECTV, one of the world's leading providers of digital television entertainment services runs software to support 38 million customers globally on 3,000 channels. The company needed to develop systems capable of supporting business changes in a fast-paced environment – all on a flexible database schema. DIRECTV greatly simplified its approach to modeling real-world objects by using Node.js with Couchbase as an end-to-end solution – from the user's web browser to the JSON object stored in the database.

SKY As Europe's leading entertainment provider, Sky has to stay a step ahead of constant technology challenges like streaming content, which put ever-increasing demands on their database. Frustrated with the scalability and performance limitations of their legacy Oracle RDBMS, Sky knew it was time to begin the transition to NoSQL and Couchbase when their data center reached capacity. Sky first moved its identity platform to Couchbase, which provides full sign-up and sign-in functionality for all Sky's online products, and then deployed Couchbase's cross datacenter replication (XDCR) for flawless data transfer to multiple data centers. As a result, sign-in response time was reduced by 50% and disaster recovery time dropped from hours to minutes.

About Couchbase

Couchbase delivers the database for the Digital Economy. Developers around the world choose Couchbase for its advantages in data model flexibility, elastic scalability, performance, and 24x365 availability to build enterprise web, mobile, and IoT applications. The Couchbase platform includes Couchbase, Couchbase Lite - the first mobile NoSQL database, and Couchbase Sync Gateway. Couchbase is designed for global deployments, with configurable cross data center replication to increase data locality and availability. All Couchbase products are open source projects. Couchbase customers include industry leaders like AOL, AT&T, Cisco, Comcast, Concur, Disney, Dixons, eBay, General Electric, Marriott, Nordstrom, Neiman Marcus, PayPal, Ryanair, Rakuten / Viber, Tesco, Verizon, Wells Fargo, as well as hundreds of other household names. Couchbase investors include Accel Partners, Adams Street Partners, Ignition Partners, Mayfield Fund, North Bridge Venture Partners, Sorenson Capital and WestSummit Capital.