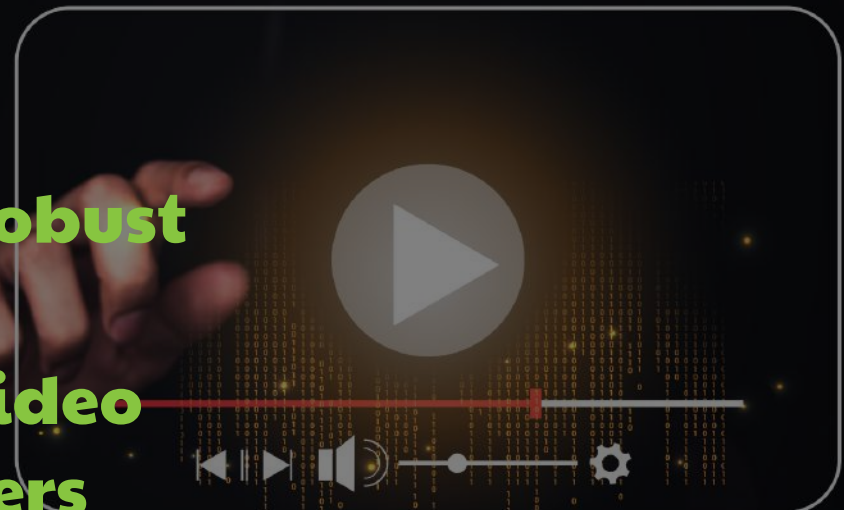


Success Story

Unthinkable helps Dailymotion to build a robust and scalable video CMS, resulting in a seamless video experience for their viewers



Customer

Dailymotion

Country

France

Industry

Media and Entertainment

About The Client

dailymotion

Dailymotion is one of the biggest video platforms in the world with 300 million monthly unique visitors generating over 3.5 billion video views every month. Dailymotion is available worldwide in 25 languages and 43 localised versions featuring local home pages and local content. It enables users to discover personalized content from around the world, live or on demand. It covers various categories such as sports competitions, music festivals, comedy skits, political debates, fashion shows, gaming live-stream etc.

Technology Stack

 Drupal™	 HTML5	 MySQL
 Java	 jQuery	

Business Situation

Globally, video and audio traffic has dominated the internet data consumption for some years now. The devices used to access digital content have evolved in the last few years that have increased the array of platforms on which a user can stream audio and video content.

Back in 2012, Dailymotion had an elementary online portal that enabled users to watch, upload and share videos as per their interest. Since the web portal was built using an obsolete technology stack, coping up with the rising volume of users and traffic became challenging to handle. They faced multiple challenges such as frequent outages, slow backend and not so intuitive frontend. The application architecture also lacked scalability as well as versatility to add new features, or handle large volumes of concurrent users on the portal. It also lacked the ability to seamlessly stream videos from different streaming devices such as tablets and smartphones.

Dailymotion wanted to entirely revamp the technology landscape of their portal, and hence approached Unthinkable Solutions to develop a Drupal based dynamic content management system (CMS) with modern technology stack, scalable application architecture, intuitive UI/UX and a role-based backend system to manage the entire portal. The key requirement was to:

- ✔ Develop a web portal built on the most advanced technology for both users and content creators, stream HD videos in a seamless manner, and provide an easy-to-use OTT platform that could provide a high quality user experience across all digital devices (computers, mobile devices, connected TVs and tablets).
- ✔ Orchestrate a robust and scalable application architecture that could allow Dailymotion to reach more viewers without compromising on the quality of video content
- ✔ Develop a role based video content management system for roles such as admin, manager and user, with different permissions and data access, and enable managers to review all the videos submitted by users and tag them with relevant keywords before publishing to the portal.

The Solution

Analyzing the scope of the solution, technicalities involved, and time-to-market, Unthinkable proposed a low code development approach using reusable components. Lowcode development is a modular approach to application development that significantly reduces a product's time-to-market. It uses a reusable, component-based architecture for development that boosts the app development and delivery cycle. In the case of ZeusIP, reusable components were expected to reduce development time by half. We initiated the development process by understanding the core business process and data flow within the organization. The roles of different departments and their data requirements were apprehended to create a flowchart for the entire organization. Unthinkable developed a case management system that allowed ZeusIP to manage their records, making data searching, lookup, and collaboration easy

Unthinkable also built an OTT application framework that was integrated with the Dailymotion portal. Technologies such as caching, Adaptive Bitrate Streaming (ABS), etc. were incorporated to automatically shift bandwidth to higher/lower levels according to the users' bandwidth availability, and network conditions in real-time. We also enabled low latency streaming capabilities and zero buffering using less streaming resources to deliver an optimized and seamless video streaming experience for all the users.

Another challenge that Unthinkable resolved was handling the thousands of video jobs from the client server for reviewing. The functionality was complex and required the integration with Dailymotion server through its APIs and SDK which was having multiple errors but the Unthinkable team debugged all errors and implemented the functionality. Drupal fetches all jobs from the server once by default, however, the requirement was to send selected videos in small batches.

Unthinkable optimized the Batch call process in Drupal and resolved this challenge as desired. We created a custom module to manage the jobs (video reviews and tagging tasks). The role based module allows admin to assign the job to company manager and company manager can assign the same job to his team member. The admin can also assign videos to the company owner/manager to review or tag the video as per the video material. Further company managers can divide the task to their employees and finally employees accomplish the video reviews, perform tagging on video and submit for publishing.

With Unthinkable as their technology partner, problems such as outages, slow backend and rigid architecture have become a thing of the past. Dailymotion has been able to scale to 24 countries with 10 million+ daily users who view, upload and share videos from their portal. Dailymotion now exhibits an attractive UI, responsive layout which is easily manageable on multiple devices such as mobile, tablets and desktops. The new CMS provides the admin with a single interface to assign jobs to add tags, review videos or translate them in desired language.

The Impact

Is there a digital platform you want to build or take to the next level?

Setup a personalized consultation with our technology expert.

Let's Talk