



CASE STUDY

ALIA (AUTORITÉ LUXEMBOURGEOISE INDÉPENDANTE DE L'AUDIOVISUEL)

Tailor-Made Media Monitoring Platform for ALIA Greatly Improves Productivity

In 2013, Luxembourg consolidated media regulation activities within the portfolio of the newly-created Luxembourg Independent Broadcasting Authority (ALIA). This agency is charged with monitoring content aired by broadcasters licensed by the Grand Duchy of Luxembourg to ensure it meets legal standards for protection of minors, commercial communications and protection against all kinds of discrimination. ALIA also manages local and regional radio frequency allocation, monitors the classification of movies shown in cinemas, enforces advertising rules to ensure editorial content and advertising are clearly separated and publishes technical data used to conduct political polls.

www.posttelecom.com

Post LUXEMBOURG Group



ALIA Media Monitoring Background

To discharge its mandate as a media regulator, ALIA primarily responds to complaints from the general public while also pro-actively and randomly monitoring selected broadcasts. To make sure its monitoring activity properly reflects the cultural sensitivities of the country with regard to the protection of minors, it is assisted by a Consultative Assembly of up to 25 members who represent a diverse cross-section of the Luxembourg society. These individuals view or listen to the content in question, then give their conclusions to ALIA's Board of Directors. This board, made up of 5 experts, makes the final decision about the merits of a complaint.

Now, ALIA monitors 67 TV broadcasters, 18 radio stations and 17 video on demand (VOD) providers. Since broadcasting can come from throughout Europe and beyond, ALIA monitors programs in many languages broadcast to multiple countries, including Luxembourg, Belgium, France, the Netherlands, Hungary, Macedonia, Serbia, Slovenia, Turkey and Japan.

The Challenge

From its inception in 2013, ALIA staff randomly monitored programs as they were aired and, when a viewer or listener filed a complaint, they relied on broadcasters to provide a file or DVD. Then, ALIA personnel duplicated and sent the program to members of the Consultative Assembly by mail. Or, the experts and Board of Directors came into the ALIA office to view the material. This time-consuming, labour-intensive process needed to be replaced by a new system or platform.

"Previously, when we received a complaint, we had to ask a broadcaster to give us a file or DVD so we could review the content. We simply used basic video recorders as needed." Carole Kickert, ALIA

Goals

ALIA concluded that it needed to streamline its procedures to improve staff and consultant productivity – and provide faster service to the public. By leveraging web technologies, ALIA believed it could:

- More effectively monitor TV and radio under its jurisdiction
- Become completely independent of audiovisual service providers
- Conveniently access programmes delivered in different media

Functional Criteria

ALIA developed a "Call for Proposal" document that included the following functional requirements:

- Storage of all programmes aired within 30 days
- Access to any programmes monitored upon demand
- Aggregation of satellite, terrestrial and internet media
- Ability to watch programmes live
- Simple-to-use web interface with controlled access for all stakeholders
- Access to content anytime, anywhere

"Flexibility was very important since all decision makers and experts within ALIA needed access to the same material at any time on any device." Romain Kohn, ALIA Managing Director

Vendor Selection

ALIA began looking for a vendor with a robust connectivity, data collection and storage infrastructure that was capable of integrating 3rd party components to create a tailor-made platform. POST Luxembourg, parent of POST Telecom, was selected as it is a stand-out company with the infrastructure, flexibility and know-how to accomplish this.

"We contacted other potential vendors, but compared with the offering from POST Luxembourg their solutions were technically lacking and laborious." Romain Kohn, ALIA

Implementation

POST Technologies, in charge of the network infrastructure within the POST Luxembourg Group, handled the implementation, working with ALIA to create a tailor-made web-based solution. Now, broadcast signals are collected from satellites, the POST Telecom high-speed broadband network, DTT (Digital Terrestrial TV) and internet streaming. All programmes from every monitored broadcaster are stored in servers in a POST datacentre for 30 days. For managing, looking up, viewing and saving content, POST Technologies integrated a platform from Dutch company Arbor Media. POST took full contractual responsibility for all services under a single SLA, and ALIA now works with it as a single point of contact.

"We have extensive experience in integrating best-practice 3rd party platforms within our infrastructure, having done it previously for many Media, M2M and Cloud-Service solutions. This flexibility sets us apart from other providers." Sandrine Cheret, POST Luxembourg Group

Result

ALIA staff and experts can view or listen to any programmes in real-time or on demand. They can use the platform for research, sharing, saving and sending links. It is a user-friendly solution that is easy to learn. All stakeholders can accomplish their assigned tasks quickly and conveniently. ALIA staff reports a great improvement in productivity. The need for consultants to come to the office to access programmes has been vastly eliminated.

As ALIA personnel worked with the system, they identified additional functionalities that could improve their workflow. To implement these enhancements, the POST platform has proven to be very adaptable and receptive to new configurations.

"The system is not complicated to use... it's self-explanatory. You just use it and it works."

Carole Kickert, ALIA

Benefits

ALIA has recognised many improvements over its previous method of operation:

- Saving a great deal of time
- Being more efficient and productive
- Giving better service to constituents
- Having everything done in real-time by all parties

"We're pleased with how the platform has improved our operational efficiency and we appreciate the responsive service we receive from POST." Romain Kohn, ALIA

ABOUT POST TELECOM

POST Telecom is part of POST Luxembourg, which is the incumbent Telecom operator of Luxembourg and was founded in 1842. It is a company with an international outlook; its diverse workforce consists of 4,500 employees, who represent 47 different nationalities.

Its vision is to facilitate communication and ease the transfer of data and content between individuals and companies. POST Telecom is committed to delivering innovative global telecommunications, information technology and digital media services, and to providing high-performance national and international infrastructures.

Learn more about POST Telecom' Media Services.
www.posttelecom.com/media

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