BHS Consultants

COMPANY

NBCUniversal

NBCUniversal is one of the world's leading media and entertainment companies engaged in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, and world-renowned theme parks.

OBJECTIVE

To create an Android-based prototype tablet application for a single NBCUniversal network with live data and shows. With tablets coming into their own with the release of Apple's iPad and other companies' tablets, NBCUniversal contracted BHS Consultants to investigate how to allow users to select from a variety of different NBCUniversal networks and choose episodes of their favourite shows for viewing on-demand in an engaging way that also provided additional information to the viewer as needed.

RESULT

The requested prototype (called "NBC Network Direct") was delivered on-time and on-budget to the client. The requirements for the prototype were met and, in some cases, exceeded.

NBCUniversal has since engaged BHS Consultants for related guidance and application ideas.

NBCUniversal has also since engaged BHS Consultants for further prototypes, including the integration of live content from NBC Universal's content delivery network and content management system into its NBC Network Direct IPTV application.

NBC NETWORK DIRECT

SOLUTION

BHS Consultants met with NBCUniversal personnel and advised that the quickest, most effective approach would be to reverse engineer another NBCUniversal prototype application (it was not, at that time, integrated with live data and feeds) that existed for IPTVs.

BHS Consultants then set one of its teams of Android engineers to the task of delivering a fully-functional prototype as mentioned above, further integrating the existing NBCUniversal content delivery network and content management system into the prototype application to allow for an effective, representative prototype for NBCUniversal.

BHS Consultants added further value by leveraging the Android framework and easily extended the application to work on various Android form factors.

TECHNOLOGY EMPLOYED

- Android Development Kit
- Android media library
- Single Sign On (SSO)
- Social media integration (Facebook, Twitter)
- Multiple image density/layout
- Streaming support