

CASE STUDY

Next generation of online technologies are transforming the online entertainment experience

Our client, a complex web portal, needed the solution to develop into a functional online community of blogging, media, networking and globalization. With our help, they became an interactive channel for the global or specific ethnical community redefining the internet entertainment.

The Client

Tribu Virtual Inc. assembles a network of 'best of breed' Spanish language publishers delivering millions of monthly impressions. Our client works with top tier advertisers, agencies, and publishers to create some of the most exciting and popular online portals and Internet marketing programs

The Idea

The online entertainment industry is growing exponentially. Both growing consumer usage and the newest online technologies enable this growth. Next generation of online technologies are transforming the World Wide Web, while web 2.0 provides new ways of streaming entertainment in the online communities.

To greatly explore this growing trend as well as to fill-in the needs of online entertainment consumer, our client wanted to developed a web 2.0 entertainment portal from the mare idea to a functional online community of blogging, media, networking and globalization.

The Challenge

Application development is traditionally used as a management tool to help reduce costs, but Web 2.0 principles like collaboration and network effects bring greater value as well as even greater challenging to the solution development complexity. For the success of this particular web development portal, our development team needed to seamlessly integrate to the new challenging online business model with the reach new media technologies.

To the complexity of the business model, technical challenges were also foreseen in supporting a high amount of online traffic, in developing a highly scalable and reliable solution with the collaboration and delivery based primarily on services and not staff augmentation.

The Solution

The web portal features entertainment news, star blogs, video integration and live broadcasts, and real time online communities of different celebrity stars. Additionally, the site features its own ticketing system and calendars. The web portal also features a version aimed of attracting specific Hispanic community online audience.

Overall the concept was very exciting for the whole team. Working with latest online technologies and starting from a mere idea in building and actively contributing to the definition of the platform and later on delivery shaped from our team's quick response, ideas and suggestions and timely optimum solutions.

Technologies

- Java
- Linux
- MySQL
- Apache Tomcat
- Integration of other Open Source Technologies

The Results

From its launch our client's entertainment portals are in the forefront of e-entertainment transformation providing an interactive channel for the global or specific ethnical community redefining the internet entertainment.