

3Q

Customer Story

ALEX Offener Kanal Berlin

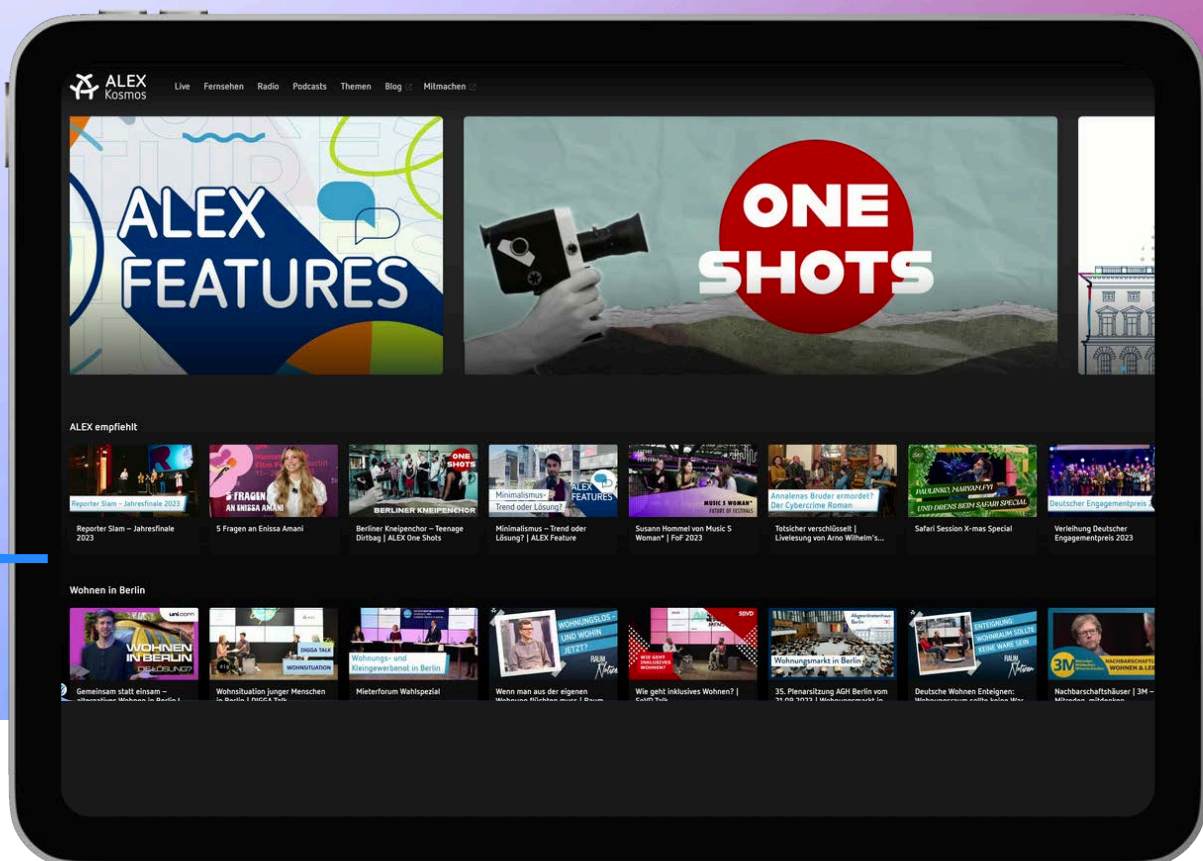


Industry Media Solutions
VOD, Media Library



Alex Berlin

An institution of the Medienanstalt Berlin-Brandenburg (mabb).



As a non-commercial broadcaster, ALEX presents content of social relevance beyond the mainstream, thus providing space for the location's innovative energy. ALEX Berlin enables people to experience media and shape it themselves, thus not only offering the opportunity to publish their own content on TV, radio and the Internet, but is also a meeting place for ideas, creativity and exchange.



Mission

The aim is to make ALEX Berlin's content more visible and intuitively accessible for consumers. Today's users not only consume media content, but also want to curate it, for example in the form of playlists, and interact with other users (e.g. comments and sharing).

As a participatory, cross-media community broadcaster, Alex Berlin wants to actively respond to trends in distribution and reception and offer its content to on-demand users in a new media library (as a website and app) with interaction and curation functionalities.

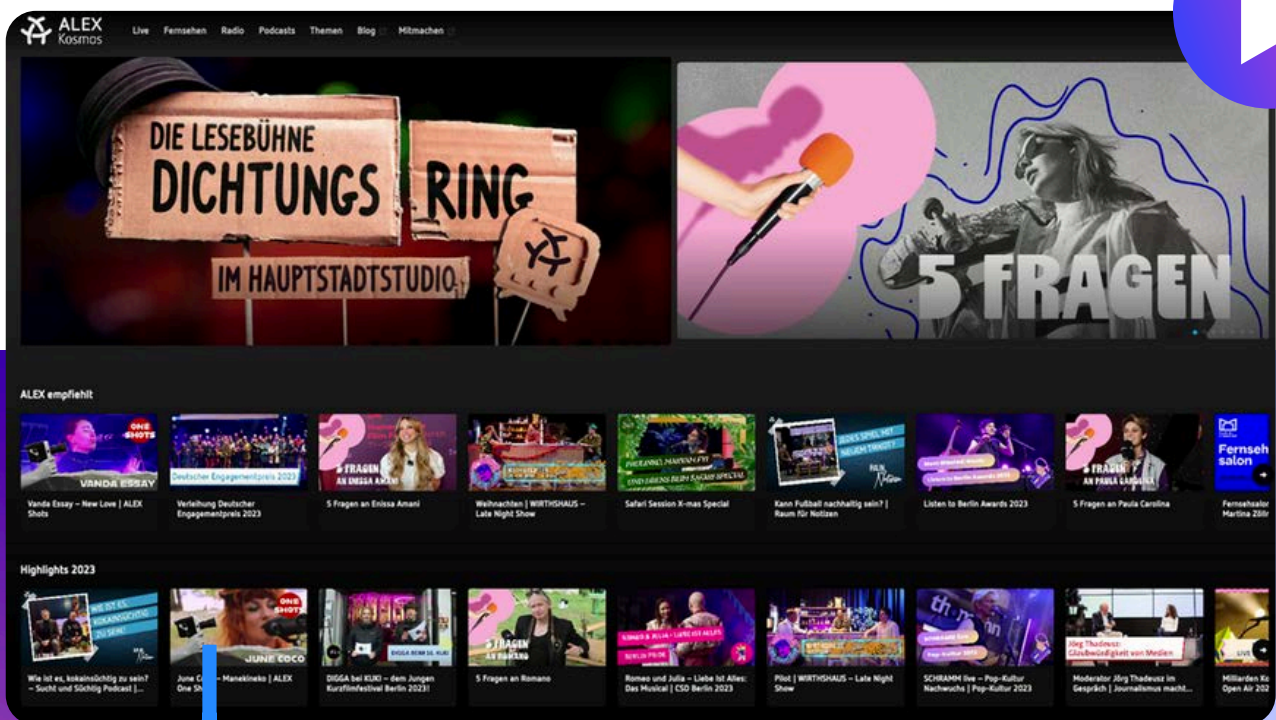
The way the content is presented should become more contemporary, similar to Netflix with the additional functions of YouTube (user generated content). The audiovisual content of the company's own social media presences and podcast distribution channels should be controlled centrally. In addition, independence from external content providers should be guaranteed so that Alex Berlin users can consume content away from third-party (social media) platforms.





Content First

The presentation of audiovisual content is the top priority of the online presence and the website should become an attractive and functional media library.





User-friendliness

The previous system on which Alex Berlin's website is based is primarily intended for the presentation and distribution of text content and offered suboptimal accessibility of the content for end users.



Personnel costs

Managing the content on the website required a considerable additional burden on personnel resources.



Compatibility

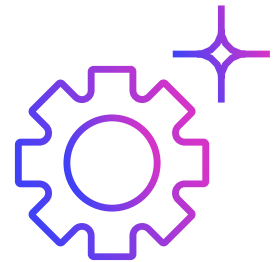
The software applications used were not compatible or integrable with each other, meaning that data had to be transferred manually and automation of the processes was not possible.



Media library

Alex Berlin has built its own media library using 3Q's solutions to play out its audiovisual content as a live stream and on-demand. The company used 3Q's frontend and backend infrastructure, the video player and SDKs to develop iOS and Android apps. In addition, Alex Berlin manages its content via 3Q's asset management.

3Q video platform.



Irvin Hostettler

“3Q offers everything we need with its solutions and is a reliable partner. We always had the feeling that we were in the best hands when it came to support.”



State-of-the Art media library

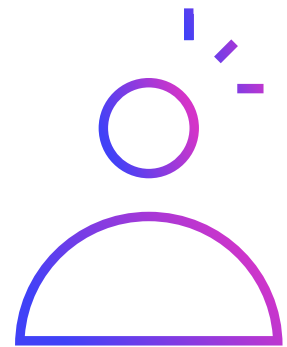
Alex Berlin went online at the end of January 2024 with its own media library and an iOS and Android app. Video and audio content will be made available on-demand and live streams will be broadcast.





Do you have questions?

Please contact us.



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CEO

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Since 2009, 3Q has operated a powerful and reliable video platform: a central all-in-one solution for managing and distributing audiovisual media on the Internet. Live and on-demand.

The intuitive and easy-to-use platform offers an ideal complete solution for the entire audiovisual workflow. For SMEs & large companies. For small to large projects. And for everyone who values their streaming platform being 100% GDPR compliant.