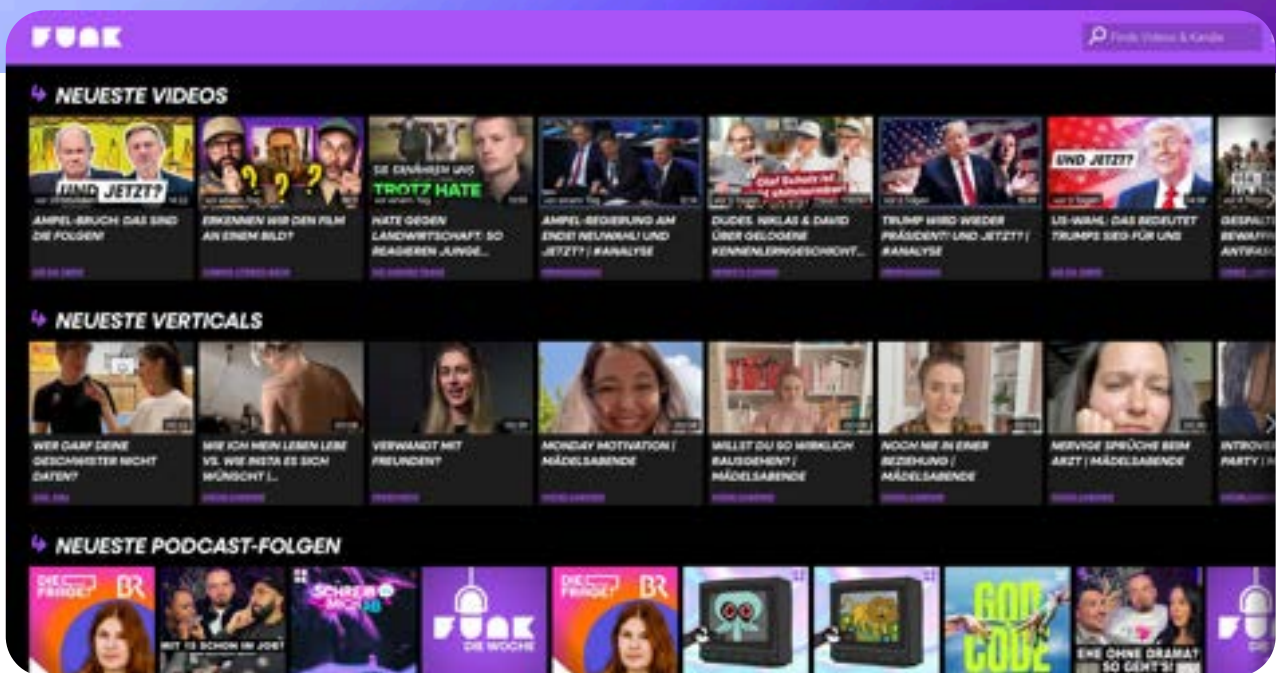


3Q

Customer Story

FUNK

A content network of ARD and ZDF



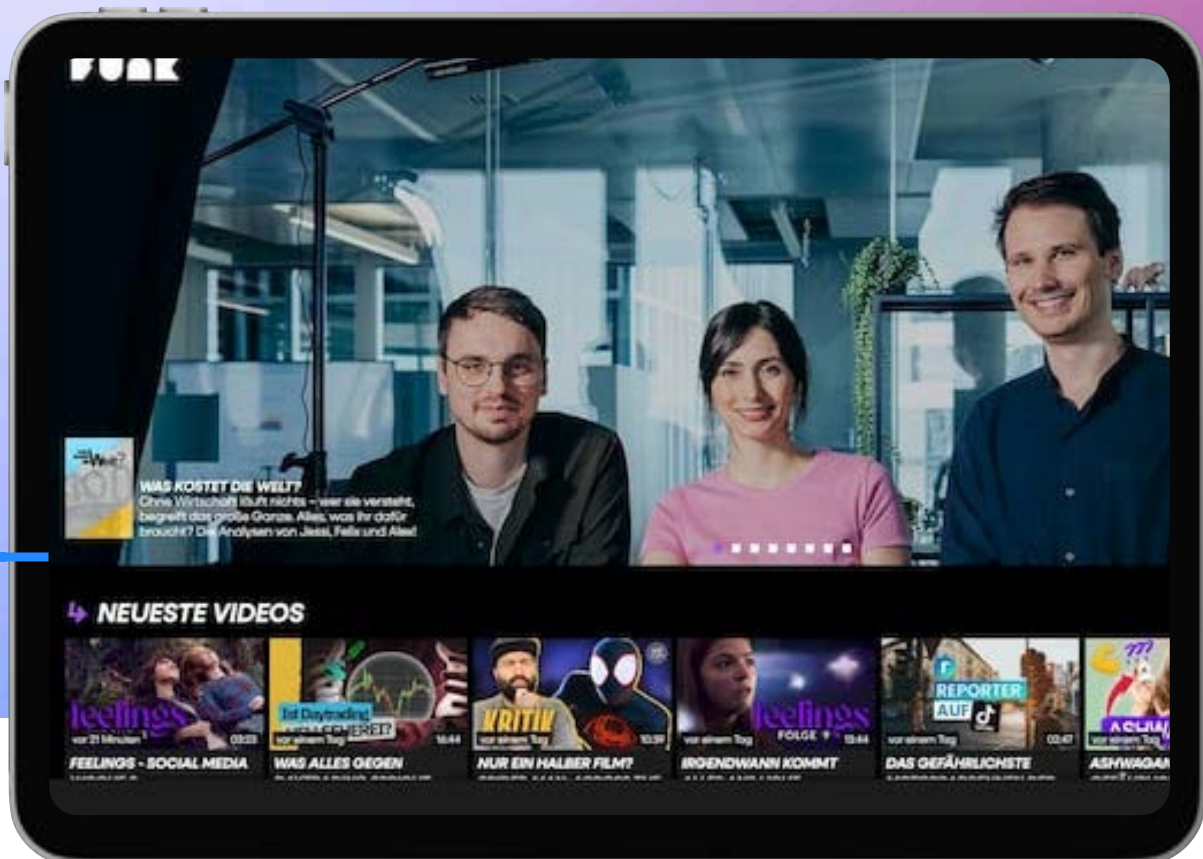
Industry: Media

Solutions: VideoHub, Livestreaming, VOD

3Q

FUNK

The content network of ARD and ZDF.



FUNK is the content network of ARD and ZDF, which offers online content for 14 to 29 year olds. The more than 70 FUNK formats from the areas of information, orientation and entertainment can be found on various social media channels and on **funk.net**. The content is created in editorial offices of ARD and ZDF throughout Germany and in collaboration with creators and producers.



Initial situation

- Workflows for media distribution on social networks and platforms were very time and resource intensive
- The video solution used was very limited in terms of API functionality and the IT roadmap for the service provider was inflexible
- Cognitive services were not available in the video solution used
- US-based technical support did not meet expectations





The challenge

The requirements for a new video solution were in particular:

- Availability of automated workflows for distributing video content on various external channels
- Advanced and intelligent features of the video player / SDK
- Availability of a multi-device video payout
- Simple content management system interface
- Extensively documented API
- Comprehensive reporting for all relevant KPIs and platforms (analytics) as well as comparability of the performance of individual videos on different platforms

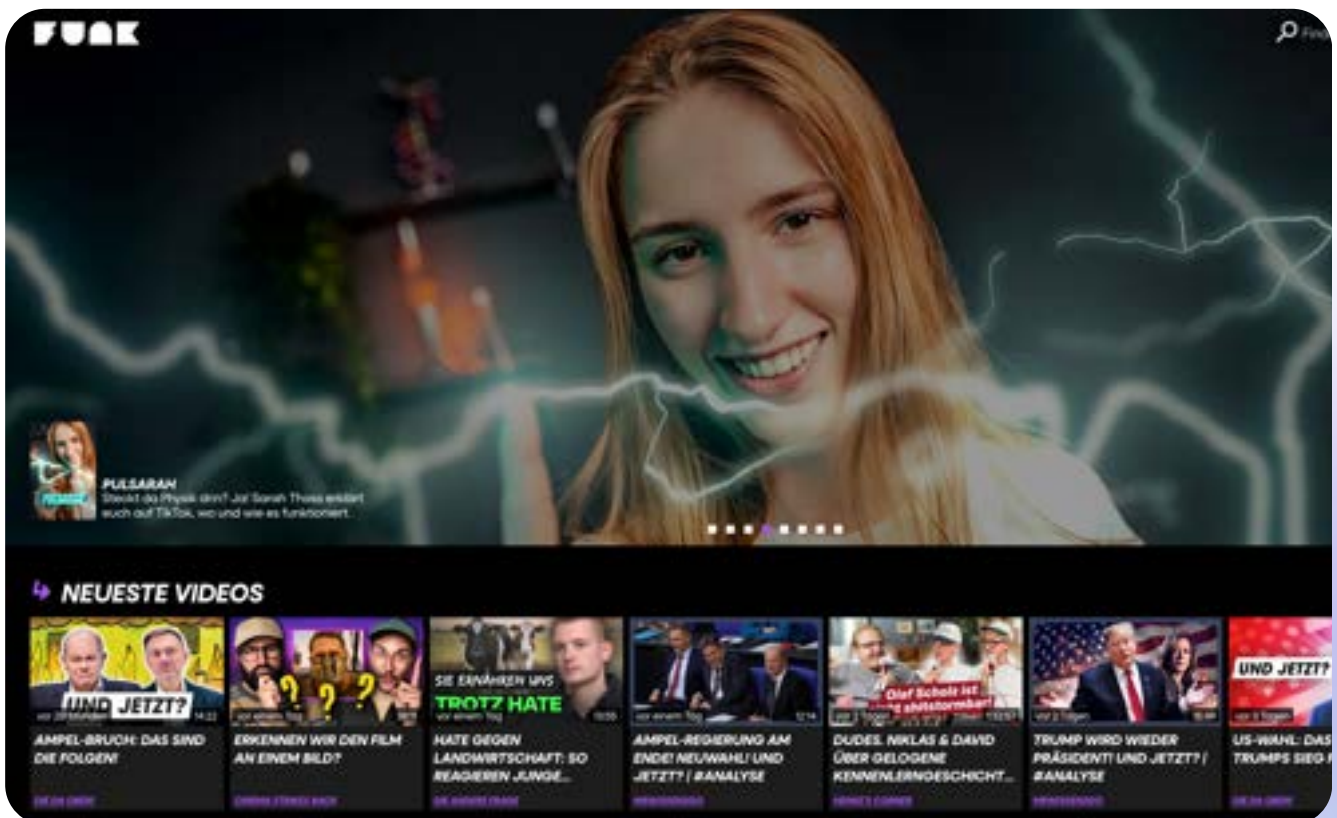




The solution

Provision of a cloud-based CMS incl.

- automated video workflows
- video transcoding and metadata generation
- rights management
- Video streaming with a powerful player
- extensive analytics
- user-friendly video management on one interface
- simple API connection
- German customer service





The result

70% time savings through automated video workflows

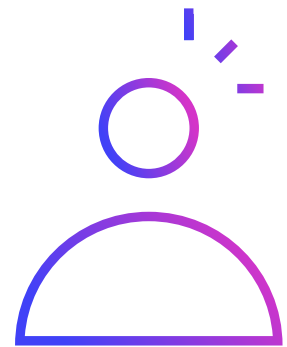
- Playout of videos-on-demand on third-party platforms with very high viewing rates (+2 billion)
- Higher satisfaction of content creators with the content delivery processes
- Extensive analytics have been integrated into FUNK's own business intelligence system
- User-friendly video management on one interface
- Simple API connection





Do you have questions?

Please contact us.
We will gladly advise you.



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30-120833020



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.