Aplicatie CMS

www.protv.ro

TreeWorks

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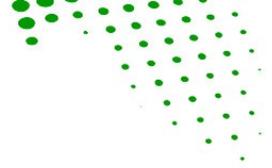
What they needed

PRO TV, the TV station launched in the year 1995, radically changed the idea of private television in Romania, coming closer to the professionalism practiced within this field in the western countries.

Always looking out for their viewers' needs, wishing to offer incentive information in an easy-to-consume format, PRO TV desired not only to refresh its image in the virtual environment, but also to create a media channel. So, the new portal represents an absolute brake from the traditional online format used by other Romanian tv channels, because it is not anymore a presentation interface of the programs and the stars of the channel, but a media channel itself.

Due to the typical dynamism for all mass-media, but especially due to its prominent position as number one television in Romania , PRO TV wanted a complex web solution, that would be accessible for all users, easily managed in order to keep up with each new trend, and that will answer viewers' needs in a fast and efficient manner. The new website had to use an easy-to-navigate, special design that spoke about PRO TV's brand, but also become the most important general information channel on the Romanian Internet.

"The two awards obtained at Internetics represent, in fact, an obvious recognition of quality content, by this meaning all fields video information updated 24 hours a day. It is an obvious recognition of the Web creative agency, that has done a very good job and of our content and IT team."

said Robert Berza, PR Coordinator at PRO TV,

"Răspunsul la ceea ce ne doream era un website care să vorbească în permanență despre noi, prin care să fim mereu conectați la cerințele telespectatorilor și prin care să le oferim răspunsuri rapide și utile. Problema era însă de a găsi o soluție care să nu consume foarte mult din resursele noastre pentru a ne putea concentra în continuare pe oferirea de programe de calitate clienților noștri. Iar rezolvarea a venit din partea echipei TreeWorks care a propus o soluție de tip CMS, creativă și practică care se potrivea perfect conceptului pe care ni l-am propus."

What We Offered

TreeWorks immediately understood what the client needed. And, together with PRO TV's marketing team, using as a starting point the purpose and the target of PRO TV, our team developed a web content management solution which allows the client not only to take control over the web content, but also to reach its objectives at the same time by collecting, efficiently managing, and creating information available for the mass audience.

Thus, the CMS system allows the centralized and non-centralized personnel - with or without IT experience - to create, edit, manage and publish any type of content (texts, graphics, video etc), without too much effort, but respecting certain basic rules - the process and the workflow that ensures a coherent and valid aspect of the new website.

Description the solution

To manage the massive quantity of information, TreeWorks realized a complex CMS that allows an effective managing of the articles, pictures, video and audio resources, as well as the inter-relation and cross promoting with other Internet channels of the trust.

The system is doubled by the users' opportunity to participate with content (users' generated content) through the blogs made available by the new format.

Also, MyProTV section from the new website allows the users to store and filter personalized information using the RSS feeds and saving the favorite news.

Other facilities are: RSS feed on different channels, alerts based on tags, the complex search, the content accessible on mobile devices and so on.

By RSS feeds, users could obtain real-time and free informations from Internet websites using a soft for reading news from the websites that offers services (ex: my.yahoo.com, reader.google and so on, and now MyProtv.ro). For the website administrator, the advantage consist in the fact that he could use RSS feeds to enrich his content with informations broght up to date. (Fig.1)

MyProtv wanted to be a space provided for the users, that allows them to express themselves through the blogs services disposed, to participate with informations they could send to Protv, to monitor different informative channels using RSS feeds, alerts about stars, justice, politics and so on.
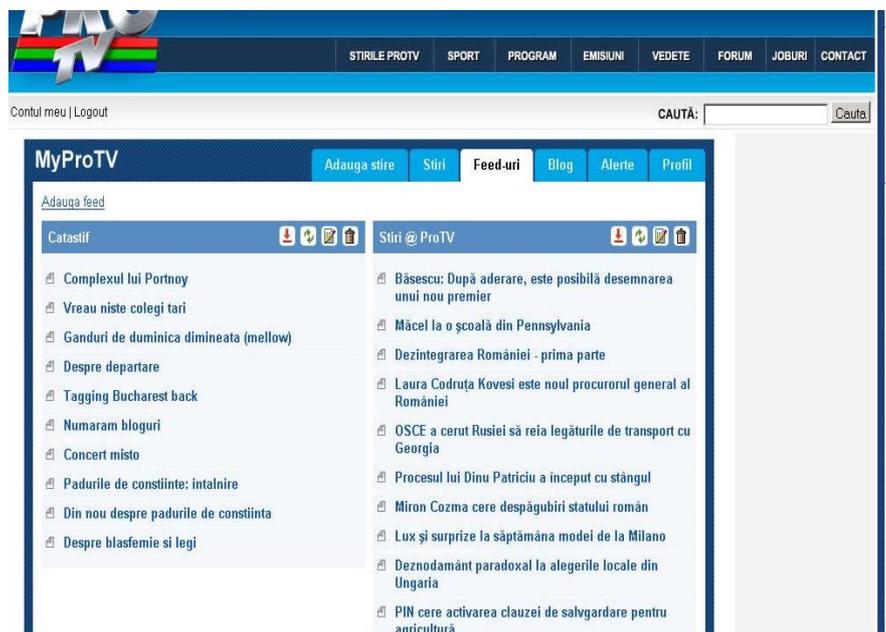
Fig.1 - *www.protv.ro* - MyProTv

The website respects PROTV brand as well as it's marketing strategy, and corresponds to the international standards.

Front-end

The front-end section addresses the ProTv target and is organized in rubrics of interest for them, in an attractive and easy to access format. The new website variant being centered on the informational side, the first page is roughly dedicate to the informational content (for the most of them having the video materials as they had appeared on tv- Figure 1) and it is structured in tree columns.

On the top of the page is the news of the day, and below other video material titles with a simple system of changing the domain (news, sport, entertaining, promo, weather). The next column contains the news. On the next column there are the news grouped on categories, interactive rubrics (send your images, forum, surveys) and naturally, the blogs.

The last right column is reserved to the promo and advertising banners.
On the articles detail pages, the structure becomes different: if in the homepage (Fig.3) there was no vertical menu, this will appear in the detail page (Fig.4) which is organised in 4 columns (left menu with some rubrics – the article main column – rihgt menu with titles grouped in sections – promo column).
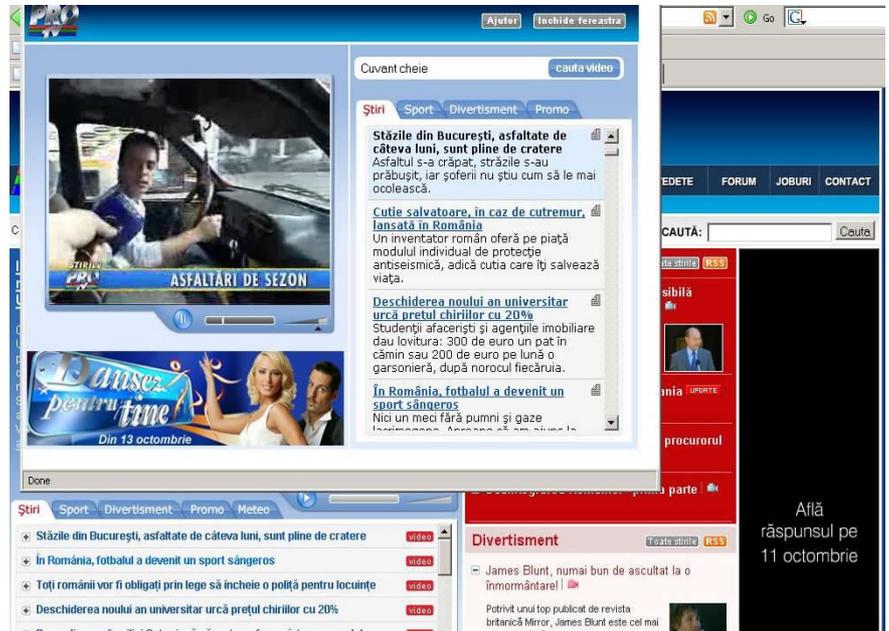
Fig. 2 – *www.protv.ro* - Video

Fig. 3 - *www.protv.ro – Homepage*

The friendly image that it confers and the textual component ask to the target audience's needs rising to it's expectations and positioning in top the ProTv's brand.

The elements that allow the navigation of this interface to be easy and efficient lay in the next elements:
- Layout flexibility;
- Graphic elements that rigorously respect the brand concept;
- The chosen fonts for the text and the simple coloristic scheme, sightly concordantly with the logo colors;
- The intuitive navigation system, based on the "user-friendly" concept, accessible to anyone no matter the web navigation experience;
- The useful content, divided in interest sections, well structured: PROTV news, sport, programe, shows, stars, forum amn jobs.

The website also contains interactive facilities like the newsletter, forum, tournements, surveys, that allow mentaining a tight communication with the clients and revive clients' fidelity.

Fig. 4 – www.protv.ro – Pagina detaliu articol
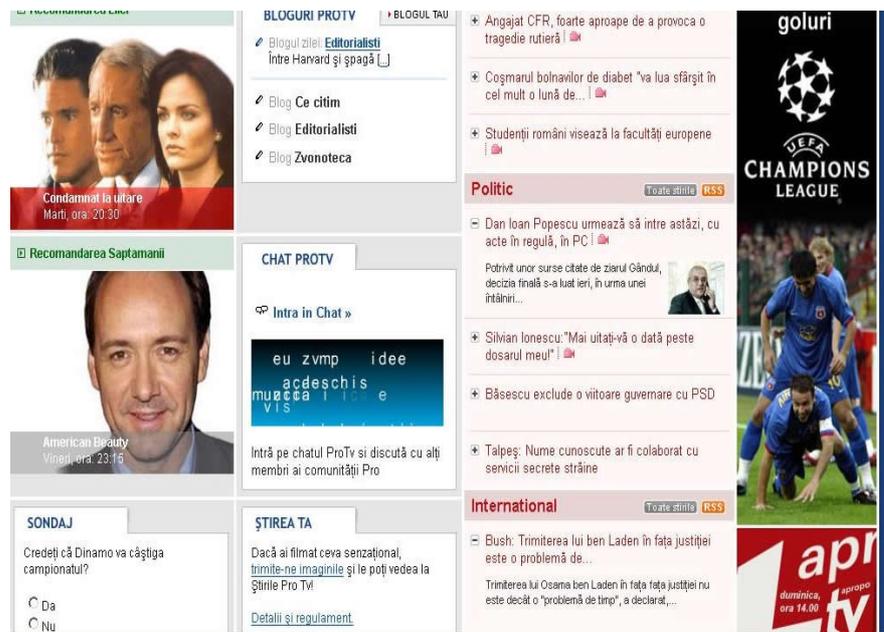
Fig. 5 – Facilitati interactive

Also, the ProTv website becomes a blog platform – anybody can create a blog. There are also three website blogs: What we read (book reviews and recommendations from Dan C.Mihailescu and Cristi Tabara), Editorialists (contains materials from the Pro trust editorialists and commentators) and Zvonoteca, also called Press whispers' blog. (Fig.5)

Back-end

The front end rubrics' management is realised using the back-end and could be easily performed by the web interface, thus ensuring the possibility of a continuous and real time update of the content.

The CMS system implemented by the TreeWorks team for ProTv has the big advantage of facilitating website's updateding and mentaining, insuring the content's quality and accuracy without taking too much time, needing too many people or a lot of material investment.

Fig. 6 – Pagina principala de admin

The back-end section of the website offers an adequate infrastructure for managing the content of a large, modern site. This infrastructure offers a great way of adding content in a short period of time for persons without too much computer savvy. The use of the CMS templates allows the administrators to change the content very quickly, without affecting the layout.

The back-end components are categorized and organized so that they match the front-end columns: stars, broadcasts, movies, news, sitcoms, sport, polls etc.

Each of these categories is divided into smaller sections. For example, the Articles column, which contains six smaller sections:

List/Add categories (Figure 7) permits the visualization and change of categories already added to this rubric.

The change is easy to realize:
– Complete the field with the name of the category and selected its type;
– The specific change of the content (Photo/text);
– List/Add categories;
– Articles comments/ Users articles – which is very easy to approve, just by selecting and pressing Yes/No button.

Fig. 7- www.protv.ro – List/Add categories

Adding/Modifying content (text/image/video) is very easy to do by completing the form that appears after the accessing of the Edit button. It is an easy to use form, which allows the quick add of the content just by checking some boxes, writing some informations in the text boxes and uploading pictures and movies. The pictures and movies uploading is very accessible, you should just browse the file and click the add button.

Fig.8 – Modificare articol

Almost all the other interface section are structured in a similar way with the section presented above.

Fig.9- Modificare aricol

One of the advantages that the CMS system brings is the possibility to quickly add information from an already existing database, without being necessary to re-enter it. The utility of this feature becomes obvious especially when it comes to the sections that need to be updated frequently, the Program column for example - the information can be imported directly from an Excel file.
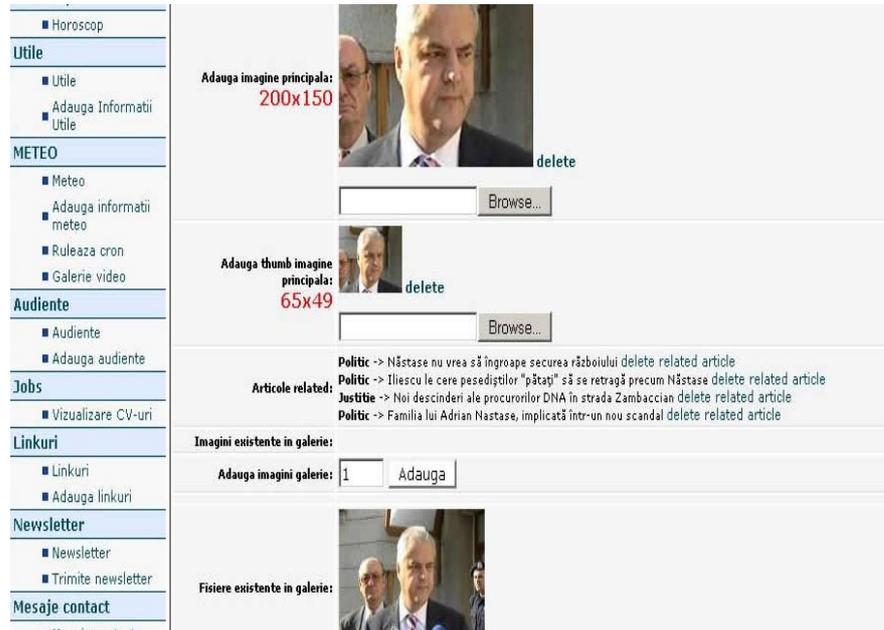
Fig. 10 – Uploadare poze si filme
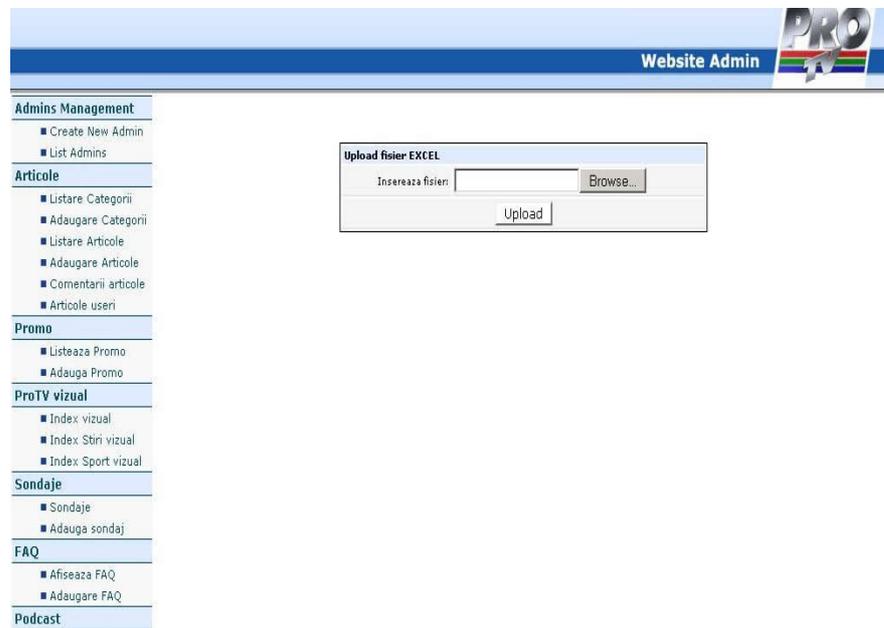
Fig. 11 – Importarea din Excel a conținutului

The simple structure of the back-end interface allows the administrator to set access levels for various users, depending on these users' tasks, in order to avoid the possible errors that might appear when editing the content. The website administrator decides the responsibilities and the access limitations for each user from the "Admins Management" tool. For example, one user is in charge with the administration of the galleries, articles, promo, protv, visual, surveys, stars, shows, movies, serials, sport, news, weather, horoscope; another is in charge with contact messages, contests, program and so on.(fig.12)
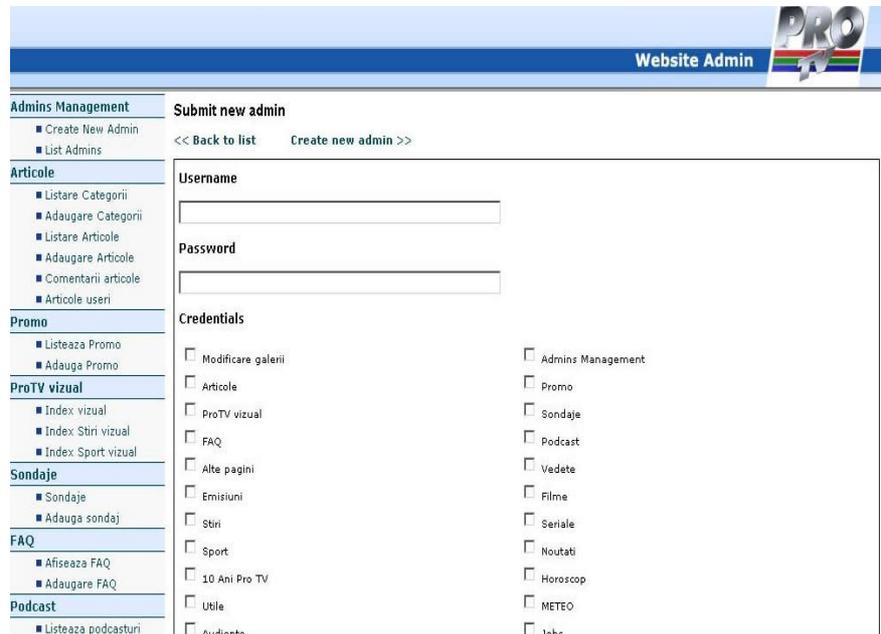

Fig. 12 - Back-end, Admins Management,

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