



Case Study: NICKELODEON

ASSET MANAGEMENT AND COMMERCE SYSTEM

Challenge

Among many other roles, the cable channel Nickelodeon acts as a pseudo-broker for its “assets,” which include logos, video clips, character artwork (Blues Clues, Rugrats®, Dora the Explorer®, etc.) and other collateral from any of its on-line shows properties. After a completed brand renewal campaign, Nickelodeon desired an online asset catalog that could incorporate the best aspects of form and function. At the time, Nickelodeon’s process for asset distribution and commerce took days and weeks for network partners and affiliates to order and receive required assets. Wanting to show its continued presence with state of the art technology, Nickelodeon, a Viacom company, partnered with ADG, Silicon Graphics (SGI), and DSMCI to produce a more effective technology-based asset distribution system.

Solution

ADG presented Nickelodeon with an interface based on sound Human Machine Interface (HMI) design standards, Human Factors principles, and excellent design, architecture, and execution that were attractive and easy to use. The front-end and back-end systems united in form and function that served the intended purpose and represented the Nickelodeon brand in a consistent and excellent fashion.

Result

When the web-based application was deployed, thousands of users were able to access the assets in real time. The interface allowed the users to set up accounts, order assets, cut purchase orders, be billed properly and track commerce. This was a marked improvement over Nickelodeon’s former archaic process. The success of this interface design and functionality also cemented Nickelodeon and Viacom’s perch on the cutting edge.