

Dansk Reklame Film

Dansk Reklame Film Integrates Scala Content Manager with In-House Campaign Distribution Engine to Deliver Digital Cinema Advertising to Theaters throughout Denmark

THE CHALLENGE

Dansk Reklame Film (DRF) is a Danish cinema advertising company. DRF produces advertising videos and stills in approximate 90% of all Danish cinema theatres: 52 cinemas with 235 cinema theatres in total.

Traditionally, advertising spots were created by employees of DRF who literally cut and splice advertising film rolls onto movie rolls, so the advertisement could be displayed before the movie. In addition to this manual work, the film rolls also had to be transported to different locations therefore adding to the cost and complexity. DRF was searching for a more efficient way to manage the advertising process and wanted to improve the picture quality as well. DRF turned to Scala Certified Partner IntelliNet to find a solution to their challenges. "We were looking for a partner that could be flexible, trustworthy and deliver a module based product with high quality," says Jimmy Hansen, CFO in Dansk Reklame Film.

Intellinet accepted the challenge and today DRFs entire business is distributed digitally. IntelliNet has more than 20 years of Scala experience finding the best possible solution for their customers, including cinema lobbies and interactive solutions.



THE SOLUTION

IntelliNet suggested a completely digitized system for distribution of advertisements, based on Scala Content Manager; a multimedia management system, which can show unique playlists at scheduled times on multiple players. With DRF's 235 cinema theatres it was too complex to use Scala Content Manager alone to create all these variations of playlists. DRF wanted to target and distribute the content based on the following criteria: campaign period, cinema site, cinema theatre, feature film, target group, age and genre. This alone resulted in the need of managing several thousand playlists each day!

To solve this challenge IntelliNet introduced Campaign Distribution Engine, a value-added solution developed by IntelliNet and based on well-proven Microsoft.NET technology. The Campaign Distribution Engine



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is a solution that DRF employees access through a web-interface to create campaigns, link them to one or several media files and target cinemas and movies based on the above mentioned filters. Windows services run every night and create more than 4000 unique playlists and distribute them to each Cinema Player. The installation consists of 235 Cinema Players and projectors. Each movie theater has its own Cinema Player and projector integrated with automation, networking and audio.

“The combination of IntelliNet’s Campaign Distribution Engine and Scala’s Content Manager has been a success. One important success criteria has been the possibility to integrate our Campaign Distribution Engine with the extensibility of Scala Content Manager using web services. Another important issue for us has been the programming of logic into sub-playlists for timing and control of cinema automation and audio systems for each Cinema Player,” says Oscar Hovland, Sales Manager at IntelliNet.

THE BENEFIT

DRF have operated their digital advertising system for almost one year. They are very pleased with the integrated solution; it has certainly made huge changes in managing their core business.

“We have been through an enormous change. Our digital advertising system has helped us gain an important competitive position in the cinema advertising marketplace, and our workflow is much more efficient. The new flexible advertising offerings have been very well received by our customers”, says Jimmy Hansen, CFO in Dansk Reklame Film.

