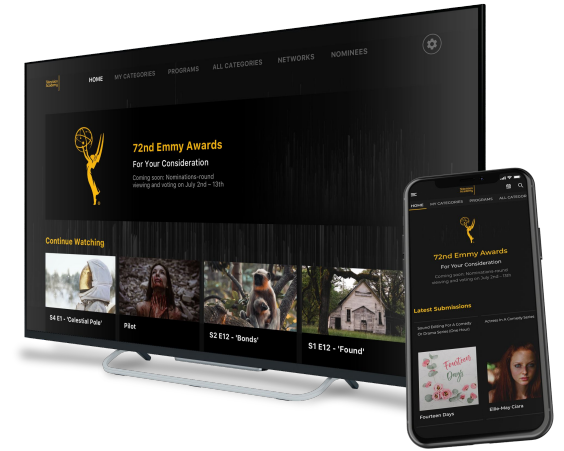# THE TELEVISION ACADEMY REVOLUTIONIZED THEIR VIDEO DISTRIBUTION MODEL

The Television Academy created a unique viewing platform for its voting members to stream FYC and nominated content

Problem To Solve

- Enable program delivery and user management for over 100 content categories across multiple competition phases

- Deliver a massive 2,000-hour catalog to voting members with different access privileges

- Support the custom tech stack required across 6 distinct mobile & TV platforms

Applicaster Solution

- Use the Zapp platform as a base to build and scale code across the 6 platforms to reach Television Academy members

- Use an Applicaster Growth Team to create the custom features required to connect to the Television Academy tailor made Skylark CMS and AWS Cognito user management system

- Leverage Zapp's feed management system to coordinate the competition phases

- Use Zapp Power Cells to make the Emmy branding shine, and present the necessary visuals for competition related metadata and standard program metadata

Results

- New paradigm for the Emmy® model launched in 10 months

- The Television Academy was able to deliver unique content to thousands of different voters with different viewing needs (x6 platforms)

- Zapp facilitated the high volume viewing requirements for Emmy voters - with some members seeing 1,000 items on a single screen during certain competition phases

- The Television Academy's content looked beautiful and sounded great!!

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