

WPIX-TV New York/Tribune Broadcasting Media

Broadcasting Company Uses YouSendIt to Slash Costs and Time for Sales Promotions



WPIX-TV New York

COMPANY DESCRIPTION

Tribune Broadcasting's Creative Services Department is an in-house ad agency at WPIX-TV in New York that sends promotional videos and other materials to stations around the country. Its news department receives user-generated videos from viewers for use during broadcasts.

THE PROBLEM

- Using courier services to deliver large files was too expensive.
- Using FTP was difficult for users and was placing time demands on IT staff.
- Dubbing multiple copies of promotional videos for distribution was taking too long and cost the station too much money.

THE SOLUTION

YouSendIt Corporate Suite

Replaced troublesome FTP system and courier services for the delivery of large video files, taking significantly less time to distribute files.

YouSendIt SiteDrop

WPIX embedded the SiteDrop application directly on its Web site as a simpler, faster way to receive viewer-generated videos.



Situation and Challenges

Tribune Broadcasting operates a Creative Services Department, an in-house ad agency, for WPIX-TV in New York City, along with a Spanish station, LATV and a Web site. The Creative Department promotes its shows with video and other digital assets. The department employs 10 people, serving approximately 150 staffers at the TV station.

Tribune faced challenges in deploying sales promotion material around the country to its 23 television stations using traditional snail mail and FTP. Because these video and graphic files were very large, Tribune had used a commercial courier service for delivery. The system required Tribune to dub multiple copies of the videos and customize them for the individual markets, leading to expenses for editing time, courier services and raw materials such as the tapes themselves.

Tribune also tried setting up internal and external FTP sites to feed its affiliate stations sales spots, but some users had difficulties accessing the sites given the stations' varying IT infrastructure. "FTP caused a lot of confusion and wasted a lot of time and effort," said Creative Services Manager Ari Pitchenik. "We got lots of headaches from the various FTP software and firewalls. When we thought we solved the problem, a station would call us with a complaint."

Solution

Tribune needed a better solution. It began looking for one through an Internet search and turned up the names of a number of companies offering digital file delivery. Pitchenik, however, remembered YouSendIt from having used it in the past. "I recalled that a show distributor from Amsterdam sent me a large video file with YouSendIt and it worked well and it was easy to explain," he said. Tribune sent a group sales promotion to stations around the country via YouSendIt to test the service and had no problems with people receiving or downloading the file. Then YouSendIt Corporate Suite was brought into the creative department's workflow to streamline distributions, assign YouSendIt accounts to multiple station employees and maintain centralized administrative control over the service. "It went from nice to use to 'there's no other cost-efficient way to send materials out reliably,'" said Pitchenik.

In addition to maintaining a corporate account for the creative department, Tribune also set up an account for the WPIX news department to receive user-generated videos from viewers, using YouSendIt's SiteDrop application which is embedded directly on its Web site as a simpler, faster way to receive content.



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“ With YouSendIt,
I have fewer headaches.
It’s speedy, seamless and
reliable. The ability to get
large digital files out to
multiple television stations
immediately is critical, and
it’s given us the peace of
mind that our stations are
getting the files that we
have sent.”

*Ari Pitchenik
Creative Services Manager
Tribune Broadcasting*

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Why YouSendIt

While Tribune’s Creative Services Manager Ari Pitchenik “appreciated the reliability and ease of use of YouSendIt,” Tribune chose YouSendIt for a variety of reasons:

- **Fast and easy large file transfer:** Non-technical people found it extremely easy to use and allowed employees to send information quickly. In addition, the drag-and-drop functionality of the YouSendIt Express desktop application made workflow more efficient for WPIX.
- **Easy for recipients:** It was easy for file recipients to download files. All they need to do is click on a link embedded in the email.
- **Supported transfer of large video files:** It enabled them to send files up to 2GB which was much higher than any other solution.
- **Affordable and easy to deploy:** Virtually no training was required to deploy Corporate Suite across the department — everyone could use it.

Results

- **Ease of use:** Unlike confusing FTP systems, YouSendIt proved to be an efficient, easy way to transfer files. Also, the address book feature made it easy to send information regularly to the same people.
- **Cost savings:** Tribune was able to eliminate the costs of copying files onto disks and courier fees for delivery. In addition, eliminated the costs associated with video tape dubbing and editing, which could be up to 23 tapes per project.
- **Time savings:** Technical support staff no longer needs to spend hours each week helping stations figure out how to download files from an FTP site. Production team doesn’t need to spend time dubbing multiple copies of videos. Plus, each of the stations could now download the videos directly from the YouSendIt site after they were uploaded.
- **Timely delivery:** News videos must be broadcast on schedule, and YouSendIt allows fast delivery of these videos to WPIX with SiteDrop.
- **Enhanced file tracking:** With YouSendIt, Tribune could determine how many people had downloaded a sales promotion. YouSendIt’s reliability and automated delivery receipts ensured that files were downloaded by the intended recipients.