

EOS INTERNATIONAL

Case Study



MediaCorp Pte Ltd

MediaCorp Pte Ltd, has played a leading role in the development of Singapore's broadcasting industry, beginning with radio broadcast in 1936 and television in 1963. Today MediaCorp is Singapore's largest and most established broadcaster with a complete range of media businesses spanning TV, Radio, Entertainment Productions, Movie Productions, Newspapers, Magazines, Electronic Media and other broadcasting services.

As part of its content-driven strategy, MediaCorp produces well-received multi-lingual and multi-genre local programming content that strongly appeals to audiences in their regional markets. As one of the region's most established broadcasters, MediaCorp has played a key role in developing Singapore as a broadcasting and media production hub in Asia. A vibrant and dynamic corporation, MediaCorp is committed to achieving new heights of excellence in the world of media and broadcasting.

EOS Collaborative Development Solutions Help MediaCorp Gain the Competitive Edge

The MediaCorp Library contains invaluable corporate assets accrued through many years of television broadcasting. Its collection consists of 95,000 video titles, 300,000 audio titles, and 8,400 print titles which contain valuable information on all locally produced programs ranging from varieties, current affairs, news, dramas, and sitcoms. With more than 40 years of in-house productions, it is almost impossible to assess the dollar value of the collection, a highly-valued treasure of the corporation.

The collaborative development work of EOS International and MediaCorp Library resulted in

Broadcast Library Information System (BLISS)

The problem: Every day librarians at MediaCorp face increasing demands for accurate information from volumes of materials that grow exponentially.

The solution: In response to those ever-increasing demands, MediaCorp had the vision to build a digital broadcast library, integrating all library resources in order to achieve instantaneous retrieval of library materials at a fraction of the cost and time.

The investment in creating MediaCorp's digital library has been timely. Besides benefiting the library users, working with EOS software solutions has provided an avenue for library staff to develop their skills, which is especially important in an age where information and knowledge have become the currency.

"We believe that this differential lead will be crucial to our long-term competitiveness in a very dynamic television industry," states Sarminah Tamsir, MediaCorp Library Manager. "Ensuring library users have the right information at the right time and in the right form definitely gives MediaCorp an edge over others and enables us to continue to position ourselves as the nation's most watched television network."

"Above all, library staff have taken full advantage of EOS software solutions to provide better library services to our clientele and in so doing, enhance their image as effective and efficient information resource providers. It is resourcefulness, not resources, which will increasingly determine the winners from losers."

Sarminah Tamsir,
MediaCorp Library
Manager

the launch of a digital Broadcast Library Information System (BLISS) - an electronic information retrieval system using EOS software solutions. The BLISS library system is a powerful yet easy-to-use system built upon both software and library industry standards, such as MARC, the world library record standard for all media types. Full MARC support means cost saving efficiency for staff and quality record import, creation, and sharing with other libraries.

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"The EOS system as a whole has revolutionized work methods within the Library," states Sarminah Tamsir. "It ensures a high quality catalog system and accurate data. Cataloguing of materials is made simple and efficient resulting in increased productivity."

EOS Solution Heightens Library Visibility within MediaCorp

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EOS software has enabled the MCS Library to be an international resource center that facilitates media production and research by:

- Providing easy access to a wide array of information resources from the Library
- Cutting production research time
- Encouraging information sharing among different output divisions
- Bringing the library closer to its users with anytime, anywhere information access
- Allowing the library to position itself as an integrated part of production work

Throughout MediaCorp, library users access and view the entire electronic information database, no matter what the media type - video, audio, print or electronic materials. Searching methods can range from simple searches to advance searches, giving users the full flexibility to build their searching structure that caters to their unique needs.

Additional benefits to the users include:

- Users can browse the library's catalogue by Author, Title or Subject Indexes. A hit count shows you how many bibliographic records a library collection has for a particular author or how many titles are available under a certain subject heading.
- Users can also check their personal information online such as due dates of all loaned items; numbers and types of items borrowed; fines incurred and more importantly it allows users to make on-line reservation holds at their desktop.
- Multi-media support for images through the OPAC. Video keyframe (single representative video frame from a continuous stream of related videos) is electronically attached to most of the stockshots collections. The ability 'preview' stockshots before final selection has led to further cuts in production research time.
- Provision of a comprehensive information utility for users to access library information and services any time, anywhere, both within and outside of MediaCorp.

EOS Software Solution Results in Improved Workflow and Productivity

To many library staff members, implementing the EOS library system meant upgraded and improved processes for traditional library functions such as cataloging, indexing, circulation, etc. Now there is a more systematic workflow in the library's operations starting from more control of intake to consistency in cataloguing the diverse media types including videos, music CDs and book collections, right up to the stage when the item is ready for circulation.

"The EOS system as a whole has revolutionized work methods within the Library," states Sarminah. "It has also provided more efficient data entry capabilities through cloning of catalog records and automatic data transfer from the receiving stage (acquisition) to the delivery stage (circulation). It provides consistency in job done all the time, ensuring a high quality catalog system and accurate data. Cataloging of materials is made simple and efficient resulting in increased productivity."

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