

Technology Uplifted for One of the World's Top News Portals

The client is an American media conglomerate that airs news, sports and entertainment shows to viewers from more than 212 countries and territories around the world. OFS partnered with them to provide a **digital innovation team** that worked on multiple projects across the latest mobile, web and cloud platforms.

One of their news portals is the world's leader in online news and information delivery. It features the latest multimedia technologies, from live video streaming to audio packages to searchable archives of news features and background information. They wanted to re-engineer the legacy news portal using the latest technology to make it a responsive website compatible with all mobile devices, regardless of the platform from which it is opened.

Business Impact:

- Intuitive, interactive and responsive website that increased viewer ratings by more than 40% in two weeks
- Re-imagined architecture that allows for seamless integration with video – linear, VOD, and live streaming



Key Highlights

- Highly digitalized version of a responsive web
- Scalable mobile alerts platform/deep links
- CMS/Abstraction for digital ad placements
- Ability to more easily spin up new hosts using VMs
- Integrated with the flow API for TV schedules
- More fine-grained deployment controls
- Integrated with Livefyre and Gigya for social capabilities
- Searchable archives and third-party embeds

Technologies

- Industry Best Practices for Web Applications
 - HTML5, CSS3, JavaScript, JSON, REST, Responsive Web Design, MV* architectural pattern
- Frameworks and Languages
 - NodeJS, Express, Restify, JQuery, SASS, dust, OWL Carousel, Modernizr, Mocha/Chai
- Build, Support and Deploy
 - grunt, bower, jshint, jsdoc, bitbucket, git, phantomjs