



Project Snapshot:

Independent Comedy Network on Joost

Contact Info: 310-280-8301

email: jdepatie@propellerhead-inc.com



Borat MySpace and Viral Video Campaign

The Challenge: Rapidly develop twelve hours of branded content to fill a new comedy channel for Joost and Babelgum.

What We Did: Propellerhead worked closely with client Independent Comedy Network to develop content for deployment to Joost and Babelgum and meet both marketing and delivery goals on an extremely short timeline.

How We Did It: Producer Jeanette DePatie worked closely with the Independent Comedy Network to create fresh, branded content that would meet a wide variety of goals. The production goals included twelve hours of content, including nine hours of original branded content. Timeline goals allowed less than six weeks end to end for production. And final delivery goals required that over 1 terabyte of content be delivered to both US and European P2PTV groups with rapidly evolving digital delivery specifications.

“The budgets and timeframes were extremely tight, but frankly we’re used to that,” said Producer, Jeanette DePatie. “We shot with Panasonic P2 cameras with carefully structured “download breaks” and indexing procedures to simplify the post production process. We cut nine hours of original shows and then got to work on the user-submitted content.”

In addition to the original content created for the channel, Propellerhead also helped select among dozens of third party content submissions for the comedy channel. Aside from the challenge of maintaining brand consistency with third party content was the daunting challenge of getting all that content delivered to the ITV networks.

“We had submissions in every format on the planet,” said DePatie. “The quality, the codecs, and the compression techniques all varied wildly among the third party submissions. Add that to a need to do Quality Control testing of over a terabyte of content with P2PTV startup companies in myriad time zones across the globe and you end up with a big, big challenge. I’m proud to say, it’s was delivered on time, it’s live, it looks great, and some of it is very, very funny.”

The Result: The videos have been viewed extensively as part of one of the very first channels to go live on P2PTV sites for both Joost and Babelgum. The shows have been positively reviewed by viewers and continue to rise in popularity. The clients were thrilled with results and have subsequently begun development of additional content for the Independent Comedy Network.

