



Case Study



Icreon

The History Channel

Web Design & Development, Maintenance, and Customization

The History Channel network broadcasts are available worldwide. Its launch in India however, was recent and a concurrent online presence was required as part of the channel promotion strategy. For Icreon, this project was an extension of the services we provided for the National Geographic Channel website. History Channel presents historical facts from India's perspective. As a powerful promotion tool, the vertically integrated website is 'one-of-a-kind', providing games, screen savers and other downloads. High-end graphics and scalable performance make the entire site an entertaining and informative experience for its visitors.

Customer Profile

The History Channel is India's only television channel dedicated to history, bringing the power and passion of the past to life. It not only satisfies India's ever-growing demand to know its history but also stimulates the curiosity to know more about our world.

Business Requirements

History Channel was launched in India recently. With a network that spans across the globe, History Channel India wanted an online presence customized for India. The Website was required to maintain updated program schedules and other channel information, along with Website customization in-sync with the global template, and performance standards.

Customized Online Presence In-Sync with Global Standards

Benefits:

- Consistent and high-end Web design matching global standards
- In-sync operations management for the channel program schedules
- High-end graphics & template customization
- High-speed downloads including online games, & screen savers

Spanning its network across the globe, the History Channel Network stepped in India, with the launch of the History Channel for India. The Channel is purely dedicated to exploring the historical past and presenting it to Indian viewers. As part of the channel's promotion strategy, its online presence was imperative and a strong online presence was required for extensive coverage of TV program schedules, along with features to add value to the basic channel subscription.

The History Channel Network has its Websites for various regions and Icreon was required to design the Website in-sync with the global templates followed by other regional Websites.

The History Channel Website has been customized for the Indian realm. After studying the global template design for History Channel Websites, the Icreon team developed the Website with high-end graphics, flash animations, online games, along with regular maintenance of TV program schedules.

We coordinated with the other teams involved in maintaining the History Channel Websites for different regions. The site has been divided into sections where viewers can check the schedules of the Website, play online games, download screen savers and various other utilities.

Our Web activities involve:

- Online program database and telecast schedule maintenance
- Page construction for all content
- Implementation of interactive features like online games & other downloadable utilities
- Beta testing, and debugging
- Web server & Web site maintenance
- Offline mirror site maintenance
- Offline Image banking

Icreon has a team of professionals that handles the History Channel maintenance, extensively - from server administrators to proofreading professionals. In addition, we provide the hardware infrastructure including Icreon's servers for porting the History Channel Website.

The site uses SQL Server 2000 as the backend for scalable database management. The front-end has been developed in ASP 3.0 along with SSI pages and extensive use of JavaScript. Interactive features are developed using a combination of JavaScript and ActionScript (Flash).

Technologies used in developing this application are:



Summary

A strong online presence governs the popularity of any product, project or venture in modern times. As a new channel with a specific target audience, the History Channel required to build its viewership and the Website we developed, helped the Channel in achieving the same. With growing viewership, the Channel would come up with more events & activities in future and the Website would provide extensive & continuous coverage of these programs, thereby acting as the main promotion tool for an increasing online audience.