



## Digital Strategy Guides Successful Launch of MGM's New TV Network

### Client

Metro-Goldwyn-Mayer (MGM) is one of the oldest and most prestigious producers and distributors of films and television programs. Since its founding in 1924, MGM has been entertaining the world with legendary titles, from classics such as *Gone with the Wind* to new editions of the James Bond franchise. MGM has an impressive library comprising titles from United Artists, Orion Pictures, Goldwyn Entertainment and PolyGram Filmed Entertainment.

### Executive Summary

MGM partnered with Weigel Broadcasting to create thisTV, a new network that serves as a vehicle for airing MGM's existing movies and television shows. MGM engaged The Revere Group to design and implement a digital strategy for the new network.

### Business Challenge

Entertainment and media companies are continually looking for ways to use to new distribution channels to maximize revenue from existing assets. As a vehicle for leveraging its library of approximately 4,100 films and more than 10,400 hours of television programming, MGM partnered with Weigel Broadcasting to create thisTV. MGM needed to create a robust online presence to promote the new network and driver viewership.

### Solution

Revere's team created a fully interactive site for thisTV where visitors can browse and view the network's library of movies and television shows. The site fully incorporates MGM's brand and content strategy, and allows visitors to communicate with the network through Twitter and Facebook. In addition to being a destination for information about the new channel, the site also provides local affiliates with marketing materials to promote thisTV's programming.

### Results

The site, thisTV.com, drives viewership by promoting the network's programming schedules and by providing information about how viewers can find a local affiliate that airs thisTV's films and television shows. By allowing visitors to watch full movies and television shows, the site has also become a destination for film and television buffs and fans.



## For More Information

For more information about The Revere Group's services and solutions, call 888. 4REVERE.

## About The Revere Group

The Revere Group is a North American Business Unit and a majority-owned subsidiary of NTT DATA, a multinational organization.

Founded in 1991 and headquartered in Chicago, The Revere Group is a leading global business and IT solutions consultancy that specializes in assisting high performing mid-tier and fast growing companies. Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success. Revere focuses on five key business challenges to increase your business agility and bottom line results:

[Operational Efficiency](#), [Analytics and Collaboration](#), [Interactive](#), [Enterprise Platforms](#) and [Managed Services](#).

For more information about The Revere Group, go to [www.reveregroup.com](http://www.reveregroup.com).

## The Revere Group

### Service Excellence

The Revere Group is a leading global consultancy dedicated to delivering business and IT solutions. Revere focuses on helping organizations improve their financial and operating performance through the combined application of technology, people and process.

In an industry marked by innovation and change, organizations can look to Revere for its senior consulting model, strong business and technology expertise, and client-focused project management methodology.

In addition to providing clients with world-class solutions, Revere is dedicated to the highest service standards. Vast experience in providing end-to-end solutions in diverse industries and platforms means Revere can deliver measurable results and exceed expectations. Additionally, knowledge and expertise with proven onsite, offsite and offshore methodologies and execution processes has established Revere as an industry leader in the marketplace.

### Industry-leading Outcomes

Revere brings vertical industry market knowledge to help Healthcare, Manufacturing & Distribution, Entertainment, Financial Services, Insurance and Private Equity clients succeed with their unique business objectives.

## Think. Build. Source.

As your trusted advisor, Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success.

**THINK** – Companies continually face the challenge of aligning their business objectives with their IT strategy. An effective roadmap with a strong business case delivers a path to achievable goals with measurable results. Revere helps identify and link people, process and technology, bringing clarity to your business and IT initiatives.

**BUILD** – A successful implementation is the driving force behind all that Revere does. We deliver the right solution on time and within budget. Disciplined project management skills and business aptitude ensures the success you rely on.

**SOURCE** – The right balance of sourced functions can improve your IT service levels and return on investment, allowing you to more effectively meet your business needs. Revere helps identify a strategic sourcing model based on internal capabilities, external resources and cost.