

# Contentful and Ooyala ease video publishing workflows for web and mobile apps across all screens; Playboy first to utilize combined offering

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## SUMMARY

*With video consumption on tablets and mobile phones growing exponentially, media companies need a way to deliver optimized videos to these devices, while capitalizing on the opportunity for ad revenue and other forms of monetization. Contentful, the cross-platform content management system (CMS) provider, today announced an integration with Ooyala's platform for premium video publishing, analytics and monetization. This means that Ooyala customers can now easily tap into Contentful's content management system to manage and distribute video content across all platforms and devices, together with all their other content.*

**C**ontentful, the cross-platform content management system (CMS) provider, today announced an integration with Ooyala's platform for premium video publishing, analytics and monetization. Contentful's solutions enable "create once, publish everywhere" functionality and are widely used by major media companies to create and publish content to premium web sites and mobile applications for any device from a single interface.

Ooyala customers can now easily tap into Contentful's content management system to manage and distribute video content across all platforms and devices. Users of both Ooyala and Contentful can easily connect their accounts to search for, preview, select and embed Ooyala videos into their content pieces in Contentful. Playboy is the first customer to utilize Contentful in conjunction with Ooyala's platform to publish its video-centric website and mobile applications.

"Contentful allows us to manage content once and publish it across all our different channels, from our mobile apps to our websites; and it works seamlessly with Ooyala's video syndication, analytics and discovery solutions. The integration of Ooyala within Contentful has really improved content management workflow for our production team," said Rachel Melville, senior director of product management at Playboy. "Rather than jumping from one system to another, we can now preview videos and associate Ooyala assets and Contentful entries within the context of entry creation or editing. Workflow optimization is really important to us and this integration has greatly helped with that."

Managing content across a growing number of platforms and devices is both a cumbersome task and a major priority for virtually all media companies. Re-encoding content to look sharp beyond the browser, especially on mobile, tablet and even smartwatch apps, is costly and time-consuming for developers and editors alike.

“Most web CMS platforms have overlooked the unique requirements of mobile, relying on bolted-on extensions to address the challenge of ever increasing device fragmentation in the mobile ecosystem. This is causing a lot of pain and extra work for both editors and developers” explained Sascha Konietzke, chief executive officer and cofounder of Contentful. “With our new Ooyala integration, Contentful can now extend its promise of ‘all your content, one API’ to video as well.”

With video consumption on tablets and mobile phones [growing exponentially](#), media companies need a way to deliver optimized videos to these devices, while capitalizing on the opportunity for ad revenue and other forms of monetization. But managing content efficiently across these platforms in a cohesive manner is challenging and often results in fragmented content teams.

“Video is a critical component in the content base of most major media companies today,” said Caitlin Spaan, vice president of marketing for Ooyala. “With video consumption on tablets and mobile phones continuing to grow exponentially, premium video publishers need new ways to deliver engaging content that flows seamlessly to any device. Contentful’s API simplifies the process of publishing Ooyala video to websites and mobile applications built with their media-rich CMS.”

## **About Contentful**

Contentful is a content management system that allows for platform-agnostic publishing on any kind of device. Unlike traditional web CMS vendors, Contentful separates content from presentation layer, structures content in a modular way, and delivers content via an application programming interface (API) in a developer friendly format. This makes it really easy for companies to publish editorial content on smartphones, tablets, and any other new smart device.

Companies using Contentful includes Nike, Playboy, Asics, Teehan+Lax, Nasty Gal, and Jack In The Box. Contentful is headquartered in Berlin and is working with leading agencies around the world to bring the future of publishing to publisher, brands, ecommerce shops and any company that needs to reach their audience across platforms and devices. To read more, visit [www.contentful.com](http://www.contentful.com)

## **About Ooyala**

Ooyala, a subsidiary of Telstra Corporation Limited, delivers personalized video experiences across all screens and is a leader in online video management, publishing, analytics and monetization. Ooyala's integrated suite of technologies and services gives content owners the power to expand audiences through deep insights that drive increased viewer engagement and revenue from video.

Companies using Ooyala technology include Univision, Foxtel, Comedy Central, NBC Universal, Telstra, ESPN, Telegraph Media Group, Telefonica, The North Face, Rolling Stone, Dell and Sephora. Headquartered in Silicon Valley, Ooyala has offices in New York City, London, Sydney, Tokyo and Guadalajara, Mexico. The company works with premier reseller and technology partners throughout the Americas, Europe, Africa, Japan and the Asia-Pacific region. For more information, visit [www.ooyala.com](http://www.ooyala.com).

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## QUOTES

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— Rachel Melville, senior director of product management at Playboy

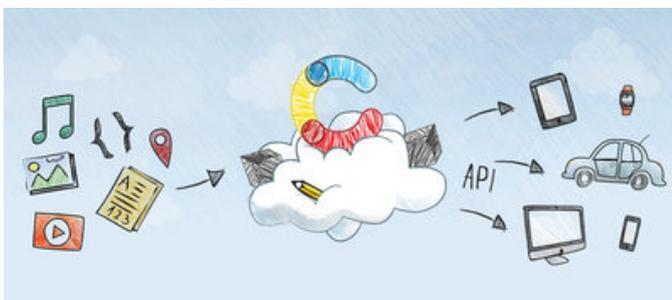
*“Most web CMS platforms have overlooked the unique requirements of mobile, relying on bolted-on extensions to address the challenge of ever increasing device fragmentation in the mobile ecosystem. This is causing a lot of pain and extra work for both editors and developers. With our new Ooyala integration, Contentful can now extend its promise of ‘all your content, one API’ to video as well.”*

— Sascha Konietzke, chief executive officer and cofounder of Contentful

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— Caitlin Spaan, vice president of marketing for Ooyala

#### IMAGES





#### SPOKESPERSON



**Sascha Konietzke**

Co-Founder / CEO

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#### ABOUT CONTENTFUL

Contentful is an API-first content management platform in the cloud that lets users distribute content once to multiple outputs simultaneously -- from very small mobile screens to large format, 70 inch multi-touch displays.

Berlin-based Contentful was founded in 2011 by Sascha Konietzke and Paolo Negri. Developers, digital agencies and global enterprises use Contentful for its flexibility, scalability and modern content collaboration. Contentful's customers include innovative brands like Nike, global media companies like Viacom and Playboy, and creative agencies like Teehan+Lax and AQ.



## Contentfulpressroom

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### Spokesperson



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