

Racing Post scoops winnings from Aetopia's DAM system

Overview

Business Challenge

- Poor reader access to photos
- Missed revenue opportunity
- Weak photo galleries

Solution

- Centralised web-based Digital Asset Management System

Benefits

- Improved workflow for photographers
 - Better management of image archive
 - Better photo galleries throughout all Racing Post sites
 - Additional photo sales revenues
 - Increased page impressions
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The Racing Post is the UK's pre-eminent daily horse racing and sports betting newspaper, published in full colour every day and distributed throughout the length and breadth of the British Isles. It includes information on the form of horses in meetings across the country, the going of the courses, the age of horses, handicap ratings and other information relevant to the race in question.

With award-winning photography, Racing Post Photos covers every racecourse in Britain and Ireland and has a comprehensive archive of great horse racing moments.

In 2010 the paper recognised that there was a great opportunity to make its photo archive available to its readers and generate additional revenue at the same time.

They selected MediaCore, a Digital Asset Management (DAM) system from Belfast-based software company Aetopia (www.aetopia.com) to underpin its online Photo sales site (<http://photos.racingpost.com/>).

The Racing Post use the MediaCore system to store and market their huge archive of racing images, which can now be purchased as prints and also on other merchandise such as sweatshirts and mugs. MediaCore has a powerful internal search engine enabling readers to find the image they want and it also allows the Racing Post to create micro-sites, such as a dedicated photo site for Glorious Goodwood.

William Morris, Racing Post Project Manager said:

"We were very impressed with the functionality of the MediaCore system, in particular the ease with which we can manage the archive and select photos for sale. We can also change the product list very easily and add new products (such as stretched canvases) and update prices instantly. As hundreds of images are added daily to the already huge archive, there is massive future potential"

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Racing Post

“In addition we can now produce dynamic photo feeds to all our other sites, with image content that is specific to those sites. Overall MediaCore gives a better user experience on www.racingpost.com”

Aetopia was founded in Belfast in 2005. It specialises in supplying Digital Asset Management software to the Publishing, Photographic and Archiving sectors.

It won the N.I. heat of the Intertrade Ireland Seedcorn competition in 2006 and in both 2010 and 2011 it was listed in the Deloitte Fast 50 as one of the fastest growing companies in Ireland.



Pictured: Aidan McGrath, CEO, Aetopia; William Morris, Project Manager, Racing Post; Mark Gowdy, CTO, Aetopia; Paul Carse, IT Director, Racing Post.

For more information contact:
Aidan McGrath, Aetopia;
aidan.mcgrath@aetopia.com
M +44 7803 008 035

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*ECIT Institute
Queen's Road
Belfast BT3 9DT
T +44 28 9099 8767
F +44 28 9099 8065
www.aetopia.com
skype: aetopia*

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