



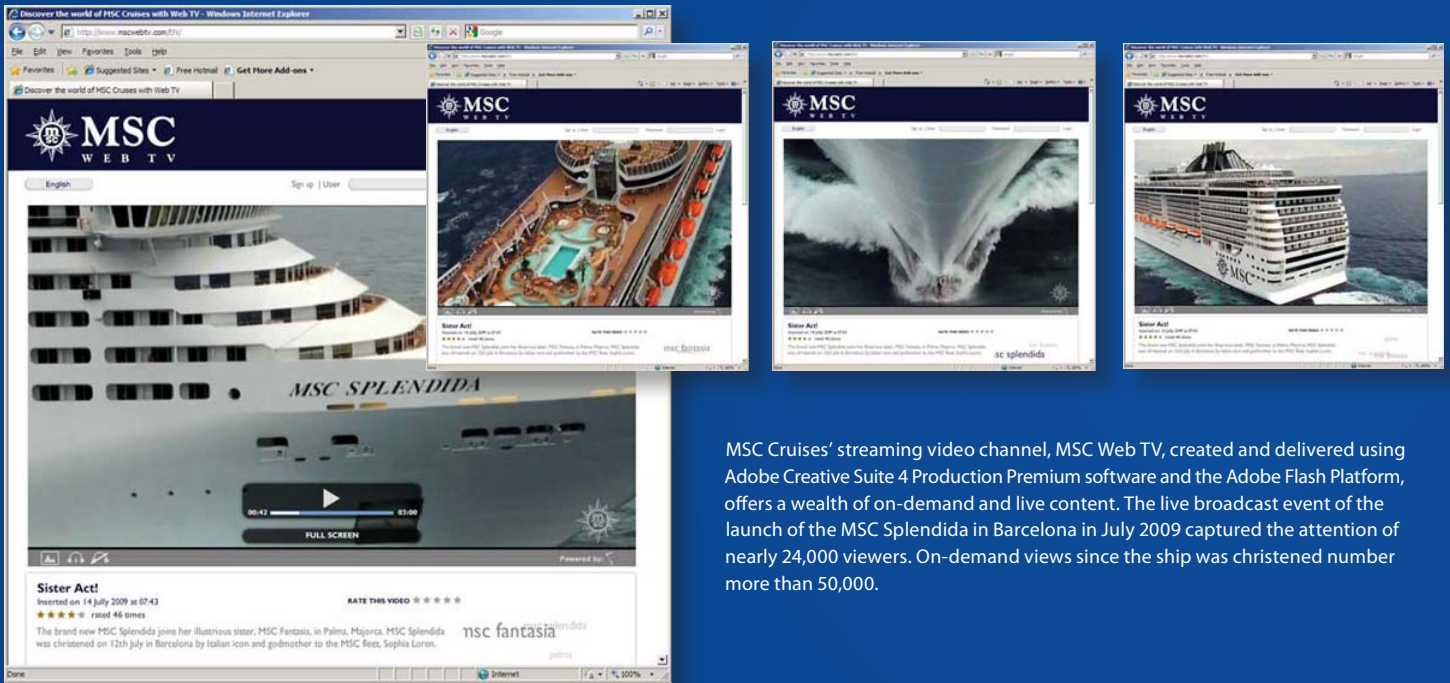
Cruise the sea via the web

MSC Cruises leverages Adobe® solutions to develop and deliver brand- and sales-boosting online video channel



MSC Cruises owns among the most modern fleets in the world. The company's luxury cruise line includes MSC Fantasia, the largest ship ever built by a European ship owner, and MSC Magnifica, a groundbreaking, environmentally friendly ship coming into service in 2010.

MSC Cruises' advanced approach is reflected in the attentive service offered to passengers, the spectacular design of private and public spaces on board, and the company's environmental awareness. It is also mirrored in the company's marketing efforts, which include MSC Web TV, a live and on-demand HD video streaming channel created and delivered using Adobe Creative Suite® 4 Production Premium software and the Adobe Flash® Platform.



MSC Cruises' streaming video channel, MSC Web TV, created and delivered using Adobe Creative Suite 4 Production Premium software and the Adobe Flash Platform, offers a wealth of on-demand and live content. The live broadcast event of the launch of the MSC Splendida in Barcelona in July 2009 captured the attention of nearly 24,000 viewers. On-demand views since the ship was christened number more than 50,000.

"We wanted to offer engaging, beautiful HD video capable of building an emotional connection with potential customers, and enable content to be consumed by the widest possible audience using any number of devices. Adobe solutions enabled us to meet both of those objectives."

Antonello Fabozzi, corporate web marketing manager, MSC Cruises

"We wanted to offer engaging, beautiful HD video capable of building an emotional connection with potential customers, and enable content to be consumed by the widest possible audience using multiple devices. Adobe solutions enabled us to meet both of those objectives," says Antonello Fabozzi, corporate web marketing manager for MSC Cruises. "Today, our videos on MSC Web TV are viewed more than 1,000 times a day from 40 different countries, and we've only begun our initial launch phase."

Enhanced sales and branding

The streaming video channel offers a wealth of on-demand and live content, available in six languages via Microsoft® Windows®, Mac, and Linux® computers as well as mobile devices such as the iPhone. MSC Web TV lets site visitors explore the MSC fleet through video showcasing the beauty of the ships, offering facts about destinations, and providing an idea of life on board. The videos are organized by themes: events, cuisine, excursions, and entertainment. Viewers can vote and comment on the videos to provide an immersive, engaging experience for site visitors. The site also features live broadcasts of events such as the launch of the MSC Splendida in Barcelona on July 12, 2009. The launch was broadcast in three different languages, and captured the attention of nearly 24,000 viewers. On-demand views since the ship was christened number more than 50,000.

Users spend an average of two and a half minutes on the site—an impressive statistic considering that each video lasts an average of one or two minutes. In addition, 90% of users declare themselves satisfied with the experience. "We consider MSC Web TV an excellent investment not only financially but also in terms of our company image," says Fabozzi.



MSC Web TV had to go from design to deployment in just six weeks. Adobe Creative Suite 4 Production Premium, Flash Media Server, and ColdFusion software were key to meeting that requirement. Videos were created using Adobe Premiere Pro CS4 and After Effects CS4 software and website designers used Adobe Photoshop CS4 Extended and Flash CS4 Professional software to design assets and then animate them. Adobe Dreamweaver CS4 software was used to lay out and code the overall site.

Technology that makes a difference

According to Fabozzi, MSC Web TV could not be successful without content of exceptional quality, as well as flawless, fast delivery to give viewers an instant-on video experience, without the need to download software. From the beginning, MSC management and New Vision, the Adobe partner that implemented the project, had several criteria in mind in selecting technology to build and deliver the new online video channel.

In addition to HD quality and full-screen viewing, production workflow requirements were also taken into account: speed of video upload, real-time conversion to web format, and the ability to go from design to deployment in just six weeks. Adobe Creative Suite 4 Production Premium, Adobe Flash Media Server, and Adobe ColdFusion® software, along with the Weebo Content Delivery Network (CDN), were chosen for the project.

The videos are created using Adobe Premiere® Pro CS4 and After Effects® CS4 software to provide an exceptional level of visual quality in keeping with the company's luxury brand. For the website, MSC designers used Adobe Photoshop® CS4 Extended and Adobe Flash CS4 Professional software to design assets and then animate them. Adobe Dreamweaver® CS4 software was used to lay out and code the overall site.

Handling hundreds of concurrent users

MSC developers used Adobe ColdFusion software to create a high-availability application cluster that manages application loads. Each database interaction triggered by a visitor's desire to watch, comment on, or otherwise interact with a video is handled efficiently through ColdFusion. "We must serve several hundred concurrent users, each with the ability to vote or comment on videos," says Fabozzi. "Whenever we have a user interaction that does not require an exchange with the database, we can use WDDX files created by ColdFusion and read by Adobe Flash Player. There is almost no code required, so it dramatically accelerates development time and improves our ability to handle hundreds of concurrent users."

For playback, MSC Cruises chose Adobe Flash Media Server 3.5 software as the streaming engine driving video delivery. The software provides Dynamic Streaming, a quality-of-service monitoring feature, to manage the flow of multiple bit-rate video streams for both live and pre-recorded media. It also offers SWF verification and support for the RTMPS protocol to improve security and safeguard users from playing video content without authorization.

MSC Cruises

Naples, Italy
www.mscebtv.com

In Partnership With

Weebo
www.weebo.it



New Vision

www.newvision.it



Challenges

- Develop a unique way to explore life on board the most modern cruise fleet in the world
- Provide a rich, engaging user experience reflecting the MSC brand
- Speed development time
- Give travel agents an innovative sales support tool
- Boost cruise sales and enhance brand

Solution

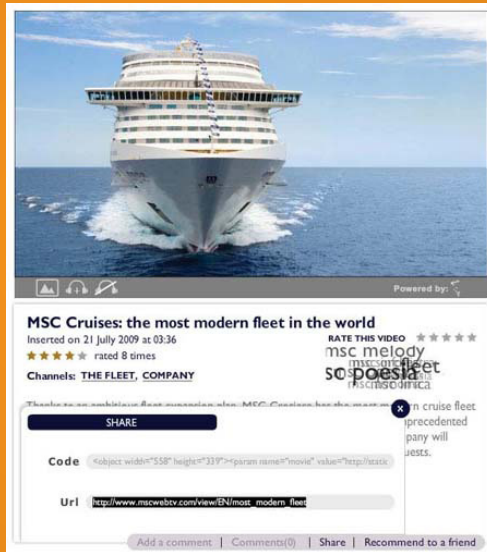
- Use Adobe Creative Suite 4 Production Premium to produce rich, engaging HD video content
- Deliver content using the Adobe Flash Platform
- Manage hundreds of concurrent users interacting with the site with Adobe ColdFusion

Benefits

- 90% of users report satisfaction with MSC Web TV experience
- Visitors spend two and a half minutes on the site, when videos last one to two minutes
- Project was developed and delivered in just six weeks
- Rapidly achieving return on investment

Toolkit

- Adobe Flash Media Server
- Adobe Creative Suite 4 Production Premium. Components used include:
 - Adobe After Effects CS4
 - Adobe Photoshop CS4 Extended
 - Adobe Premiere Pro CS4
 - Adobe Dreamweaver CS4
 - Adobe ColdFusion



Using Adobe solutions, including Adobe Flash Media Server, Creative Suite 4 Production Premium, and ColdFusion, MCS Cruises delivers high-quality live and on-demand video, available in six languages, to a wide audience on a variety of platforms. MSC Web TV users can rate, share, or send individual videos and spend an average of two and a half minutes on the site—an impressive statistic considering that each video lasts an average of one or two minutes.

“With the Adobe Flash Platform and Adobe Creative Suite 4 Production Premium, we can offer content of exceptional quality and a better viewing experience while reaching the widest possible audience. That’s key to our success with MSC Web TV.”

Antonello Fabozzi, corporate web marketing manager, MSC Cruises

“Flash Media Server allows us to deliver high quality live and on-demand video for users, leveraging H.164 video quality and multiple bitrate functionality to help ensure a smooth, seamless viewing experience,” says Fabozzi. “Flash Media Server also gives us the flexibility to create custom server-side applications that allow us to enhance the way users interact with the site in ways that differentiate our brand.”

MSC Cruises’ custom player based on Adobe Flash Player enables the company to reach a wide audience on a variety of platforms with a high-quality, HD video experience. “The performance of Adobe Flash Player allows us to manage high-quality images so fast that it was possible for us to create real-time animations in reaction to user commands,” says Fabozzi. “We

wanted site visitors to simply enjoy the video experience, without bothering them with configurations or settings. With the Adobe Flash Platform, we can provide a high-quality, modern, seamless video experience that matches the MSC identity.”

Phenomenal results

With MSC Web TV based on Adobe tools, MSC Cruises can reliably show customers its products and the value of its brand, and stress the advantages of MSC’s offerings when compared to the competition. The company can also create a privileged relationship with travel agents by offering them the ability to show MSC’s ships and their features to customers while planning a vacation.

As a next step, MSC Web TV plans to open a space entirely dedicated to customers that will allow them to share their cruise experiences with others. “MSC Web TV is a multi-functional marketing tool with enormous capabilities; it has already delivered great results,” says Fabozzi. “With the Adobe Flash Platform and Adobe Creative Suite 4 Production Premium, we can offer content of exceptional quality and a better viewing experience while reaching the widest possible audience. That’s key to our success with MSC Web TV.”



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