Galatta.com

Galatta.com is a complete movie portal which provides movie content in six different languages. An aggregator of all movie related content, Galatta.com delivers news, gallery, audio and video content to millions of users online. A media initiative by Dot Com Infoway, Galatta.com is reputed to be South India's number one movie portal.

Challenge

Building Galatta.com as a complete movie portal was one of the key challenges for Dot Com Infoway. The site, diversified into many sub domains, required built-in features including live music streaming, IPTV, blogs, discussion forums, facility to run contests and above all, A hassle-free, risk-free content management admin that allows easy updation of movie content (news, gallery, audio and video) into the site.

Solution

Dot Com Infoway met the key challenges posed by Galatta.com by adopting a phase-by-phase approach. The design and development team of the company framed an action plan for the site and executed it according to schedule.

Phase I:

Phase I involved analyzing the client requirements, choosing the appropriate technology and charting the action plan for building the site.

Phase II:

Phase II saw the execution of the action plan framed in Phase I. The web design and development team built the site on ASP and furnished it with the following features:

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1. Galatta.com's music channel (http://music.galatta.com/) facilitates live streaming of movie songs/albums to users in six different languages.

2. Galatta.com's IPTV (http://www.galatta.tv/) allows users to watch live TV online. The portal has collaborated with popular TV channel Raj TV to facilitate live streaming of Raj TV, Raj Digital Plus and Raj Vissa channels.

3. Galatta Community (http://tamil.galatta.com/community), an online social networking community, allows users to create profiles and interact with friends. Users can login using their Galatta.com user ID, create/join groups, participate in discussions and send/receive internal messages from friends within the community. The community also facilitates users to conduct polls, post events, photos and chat live with friends.

4. Galatta Blogs (http://blogs.galatta.com/) allows all Galatta.com users to blog about things that interest them. Every Galatta blog user's profile along with their previous blog posts is featured on the blog user home page. The blog home page features the most recent blogs along with the bloggers' names. Users are allowed to comment/discuss on blog posts even anonymously.

5. Galatta.com Discussion Forums allows users to kick start discussions and interact/comment about movie related content within the site.

6. The portal allows users to buy and send greeting cards/text messages/gifts to actors/actresses/celebrities on their birthdays. A user can also vote and rate his favorite star on the site.

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7. Every user of Galatta.com has a unique username which allows them to login to Galatta Blogs, Galatta Community and allows them to download wallpapers, songs and watch videos related to latest movies.

8. Galatta Online Celebrity Chat allows users to engage in live chat with celebrities using their Galatta.com user id through Galatta Chat feature.

9. The portal has a specially built-in admin system which facilitates Galatta.com's content writers/providers to upload movie content, run contests and conduct polls in a simple, easy way.

10. The portal features many sections of which the prominent ones are actor/actress/movie photo gallery, wallpapers, screen savers, trailers, interviews, music, videos, celebrity profiles etc.

11. Accessing Galatta.com is made easier through Galatta.com Tool bar which can be downloaded and installed as add-on in a user's web browser.

Result

Dot Com Infoway has replenished Galatta.com with all features required for a complete movie portal. The portal's high-end technology and bandwidth reduces download time and favors future enhancements also.