

## Da Vinci Learning- An Innovative Brand Channel

**Da Vinci Learning** is an innovative and premium kids' HD educational TV channel, inceptioned in Germany that works with world renowned personalities like **Brad Pitt, Douglas Adams, Jimmy Doherty and many more.**

### What's Interesting?

- The channel is aired globally to educate kids and families in a fun way.
- With more than 200 hours of video content, the website has 3000+ registered viewers in a short span of 7 months.
- Broadcasted in **16 localized versions across 100 territories** including Poland, Hungary, India, Romania, Bulgaria, Russia, Fiji, and Sri Lanka and many more.
- It was **awarded as the 'Best Website in Education' by DoD 2016** owing to its innovative design, rich content, and impeccable web architecture.

**ADG Online Solutions** was the end to end digital solution provider from **Conceptualization, Visualization, Designing and Development of the Online Brand Channel to its digital marketing**

### Channel's Objective:

- Grand Launch of **India's 1<sup>st</sup> Kids'** HD educational TV channel.
- Present a world class & **unique educational experience** for kids and families.
- Share informative and **engaging content** to make learning accessible and fun unlike the old school methodology in the education sector
- Increase **maximum eyeballs** and lead this category in the Indian Diaspora.
- Leverage **earned, paid & shared media** & integrated digital media including Innovations on social media.
- **Audience targeted**- Kids & Families 13 - 45 years

### Overview

**Launch:** November, 2015(In India)

**Owned by:** Da Vinci Learning GmbH

**Country:** Germany & India

**Headquarters:** Berlin & Mumbai

**Website:** [www.davincli-learning.in](http://www.davincli-learning.in)

**Air on:** Tata Sky channel #687

### Architecture Overview

#### Front End

- Bootstrap
- HTML-5
- CSS 3
- J-query

#### Back End:

World's most favorite website is used: CMS (WordPress)

#### Language

- PHP
- My Sequel

### Website Overview

**Pages Indexed On Google:** 3.50 lakhs

**Total Video Hours:** 100-200 Hours

**Sessions on the page:** 852 per day

**Daily visitors:** 885 per day



# START SOMETHING SMARTER

The Educational TV Channel for the whole family



## About Da Vinci Learning Website

ADG's team of Digital Development Mavericks has built [Davinci-learning.in](http://Davinci-learning.in), an online brand channel that is India's 1st kids' HD educational TV channel available online. **ADG is also instrumental in its digital marketing** and promotions that have already made it kids' and families' favorite educational TV channel!

## Architecture of the Brand Channel

### Integration Level:

- We have built DaVinci Learning as a video on demand (**VoD**) platform.
- We have based it on US's best Online Video Platform.

### Development Phase:

- A dedicated team of 10- 15 Digital Development Mavericks worked on the online brand channel. UI experts + Designers + Database Architecture Experts made the website an innovative online learning platform.
- The project timeline: 5-6 Months

## Technological Platforms:

### Front End:

- Boot Strap
- HTML-5
- CSS 3
- J-query

### Back End:

- World's most favorite website is used: CMS (Word Press)

### Language:

- PHP
- My sequel

## Audience Overview

Sessions  
91,609

Users  
73,090

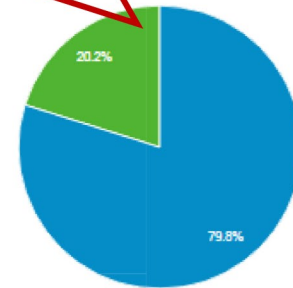
Pageviews  
141,526

Pages / Session  
1.54

Avg. Session Duration  
00:01:05

% New Sessions  
79.78%

■ New Visitor ■ Returning Visitor



The Most viewed Video is "Down to earth"

Video	Viewed Minutes	Engagement Score
Summary	2,318	9
<b>Down to Earth</b> 4820944427001 - 00:32	968	14
Gestroblast 4819849923001 - 00:32	126	3
Aquagaard 4827975449001 - 00:15	75	4
Maths is All Around us 4820926580001 - 00:32	87	3

## Ad Distribution & Subscription management

### Ad scheduling & media server services

#### Types of Ads

- Pre Role
- Mid Role
- Post Role
- Over Lay
- Rich Media
- Banners
- JPEG Banners & Flash Banners

### Subscription Management

- Users can view 60 hours of video content free.
- We also share sponsored video content.
- Users can subscribe with a minor fee.
- The subscription plan is Monthly & yearly basis, as preferred by subscribers.



# About

## ADG

**ADG Online Solutions** is an award winning Digital Media and Web Development company that specializes in formulating digital Lead gen strategy, conversion led plans and Web Assets for a Large chunk of blue chip accounts.

The company specializes in Innovative Web Development, Social Media Marketing, Measurement, Monitoring and Listening, Conversion Driven Media Planning & Buying, CRM centric analysis, Multimedia and Creatives, Performance driven Mobile Marketing, Analytics Google Analytics Conversion Optimization Auditing Reporting, Direct Marketing coupled with Tele-touch.

## Da Vinci Learning


**Da Vinci Learning** is an innovative and unique Educational TV channel that aims to bring Curious minds of all ages together. Reaching Millions of viewers around the world, Da Vinci Learning is broadcasted in 16 localized versions across 100 territories.

Da Vinci Learning offers a wide array of programs that meet high standards of quality and family- friendly content. Created with the entire family in mind, Da Vinci Learning's philosophy is centered around the idea of seamless learning.

# Thank You 😊



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