



<http://www.mmbase.org>

# Multimedia meets Radio & TV 2006

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Do It Yourself CMS: The history & future of MMBASE





Reinier A. Bruijne  
project manager, VPRO Digital  
The Netherlands



<http://www.mmbase.org>

# speech built up

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- speaker: Reinier A. Bruijne
- company:  VPRO
- history: VPRO digital department & mmbase content management system
- mmbase, when to use/ when not... 
- Q & A



<http://www.mmbase.org>

speaker: Reinier A. Bruijne

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photo: Working @ The International Film Festival Rotterdam 2006

1994 starts at VPRO Digital

1995 finishes School for  
Communication Systems

Functions over the years:

assistant web master

chief editor

project manager

director camera registrations



# VPRO

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- Dutch national broadcaster
- approx. 400.000 members



photo: entrance of todays Villa VPRO

- The Netherlands: 3 public TV channels, 5 public radio stations

# VPRO

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## Every week production of...

- 20h of television
- 60h of radio programming
- program guide with subscribers
- 24/7 website
- 5x 24/7 digital TV channels on various platforms (incl. digital cable, mobile phone, and internet)



# history VPRO digital & mmbase



photo: The villa in where VPRO Digital started in the summer of 1994 (on the attic.)



Movie database jukebox on a floppy disk (included in the TV Guide)



First CD-ROM (digital TV guide)



The Digital dept. on the attic



VPRO's first public website



Seminar about the digital future



# history VPRO digital & mmbase

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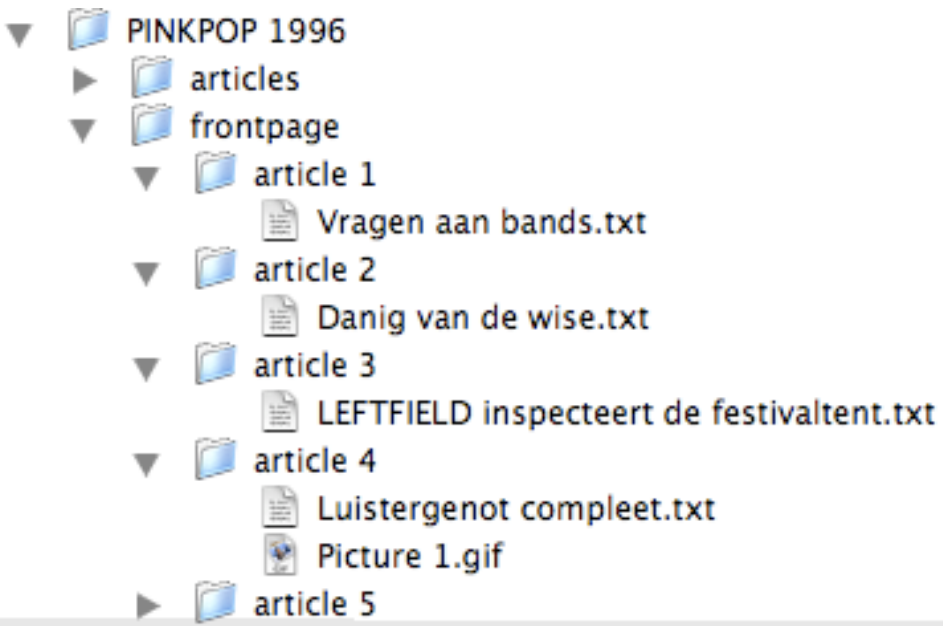
the web server [www.vpro.nl](http://www.vpro.nl) on location...





# history VPRO digital & mmbase

- History VPRO Digital & MMBase



example of the file sever based pre-mmbase Content Management System



screenshot: Pinkpop 1996 website





few basics learned & goals for mmbase

- store all content separate from presentation
- create tools for users
- incorporate existing databases
- destroy no content: store once in high quality, use many times on any desired platform





questions asked as mmbase became popular



photo: VPRO Digital, 1994

- are we a public broadcaster or a software company?
- how to reduce the risk
- how to account for public funds used to create mmbase?



non profit mmbase foundation, goals:

- coordination between users/developers
- moderation between supply/demand of mmbase software
- knowledge transfer (presentations, events, training)
- documentation - [www.mmbase.org](http://www.mmbase.org)



used by:

- major Dutch broadcasters
- publishers
- educational institutes
- national and local governments

**WORLD PRESS PHOTO**

Canon KLM

The winners >  
 Organization >  
 Press room  
 Exhibitions >  
 Calendar  
 Book order

**Our Mission:**  
 To promote a free and unrestricted exchange of information and to encourage high professional standards in photojournalism.

ast updated:31-08-2001

**World Press Photo of the Year 2000**

**Munneke new managing director**

The Board of the World Press Photo Foundation has appointed Michiel Munneke to the position of managing director of World Press Photo as of 1 October 2001.

He will succeed Árpád Gerecsey who has held the post since 1998. Munneke's nomination follows a two-month selection procedure during which a committee of five board and staff members screened candidates for the position.

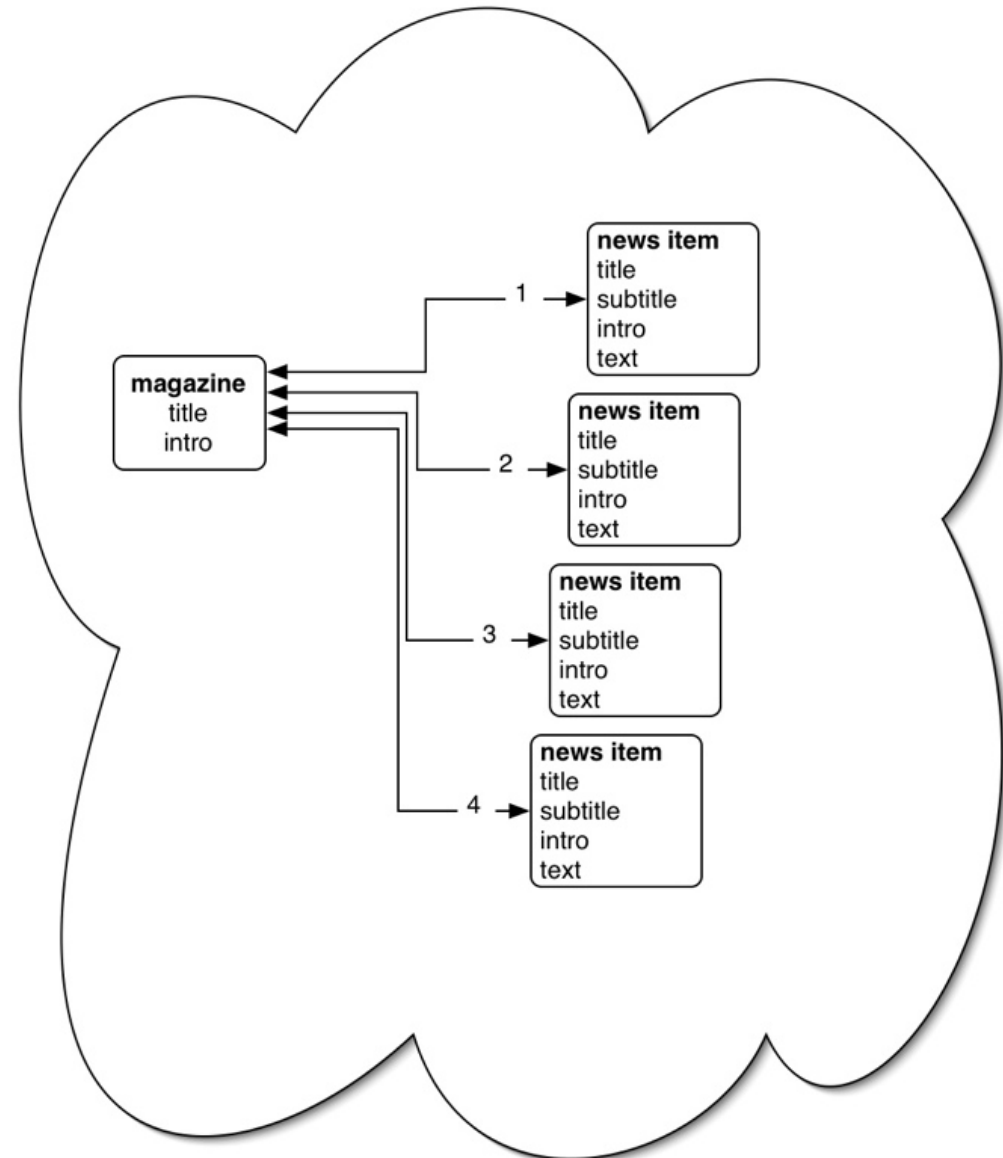
[> MORE](#)

**Order old and new books**

screenshot: world press photo site - one of the first sites built in mmbase

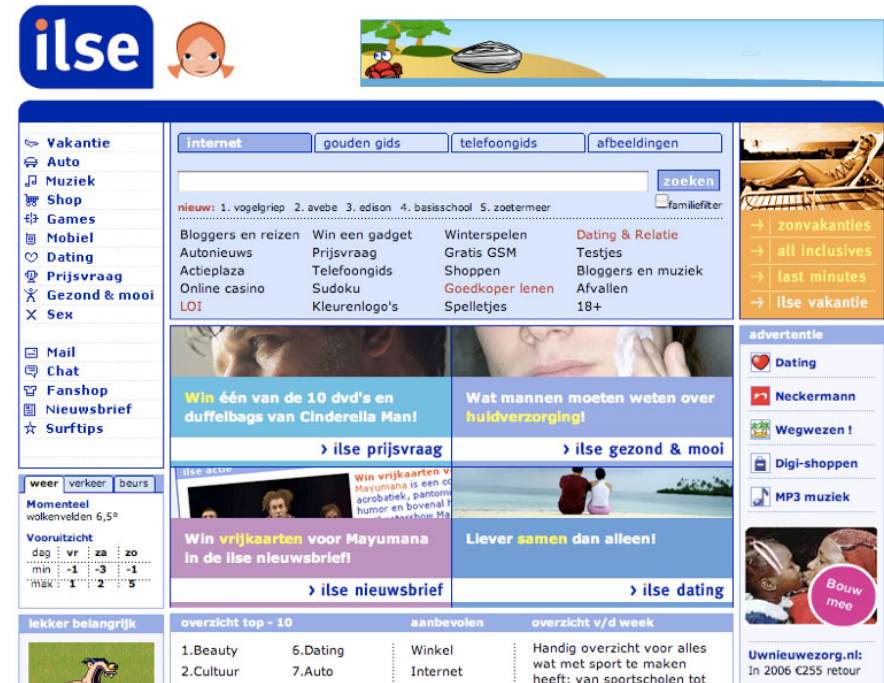
## object oriented

- each content item is an object
- objects are related to others
- relations contain information

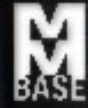




users example: ilse media



- sanoma publishers group
- few months, 3 developers, 1 designer, 1 project manager
- numerous web sites for different magazines



http://www.mmbase.0

users example: city of amsterdam

**Amsterdam.nl**

16 maart 2006

**onderzoek**

**Homo's**

[+] Onderzoek naar geweld

Uit een onderzoek blijkt dat ongeveer de helft van de homoseksuelen denkt dat geweld en agressie jegens homoseksuelen is toegenomen.

**wii amsterdammers**

**actueel**

**Puzzel**

[+] Het Nederlandse lied  
[+] Gezondheid Amsterdammers  
[+] Lente in Amsterdam  
[+] Novib 50 jaar  
[+] Nationaal Songfestival  
[+] Recordbedrag voor vrouwenrechten  
[+] Kruis op oude plek  
[+] Tips Uitweek 10  
[+] Meer

**producten en diensten**

[+] Paspoort [+] Trouwen  
[+] Verhuizen [+] Meer

**veel gebruikt**

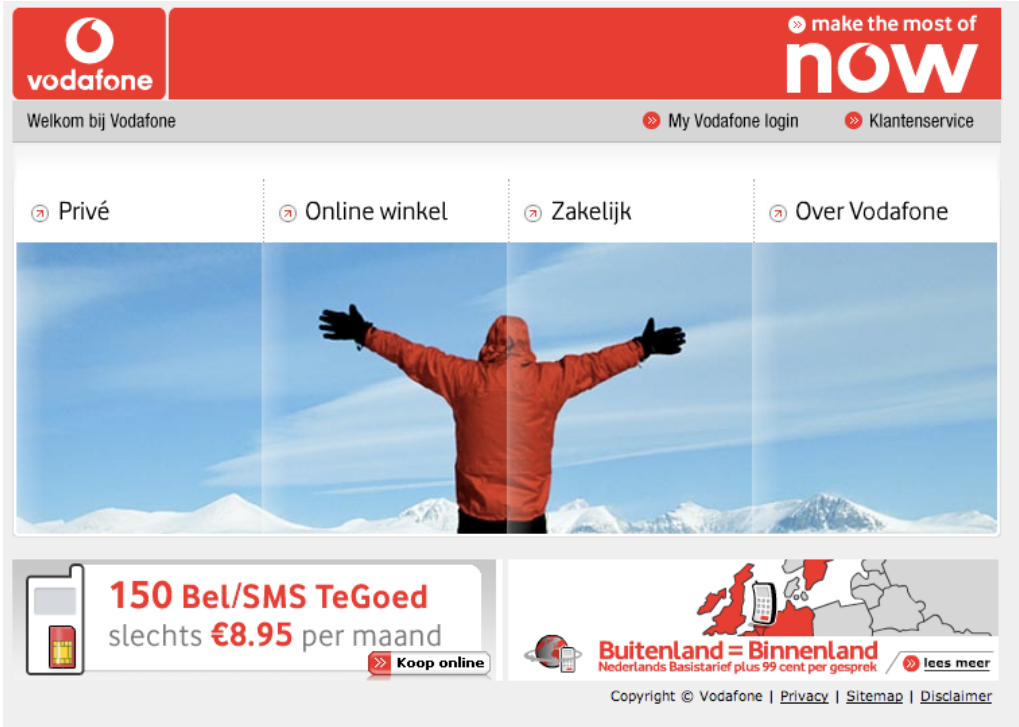
[+] Evenementen

- join individual web sites from each city district
- open source maintains independence



users example: vodafone (nl)

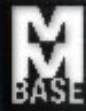
- no commercial license costs
- proven stability and performance
- low development and maintenance costs compared to other CMSes







pro - mmbase is...	con - mmbase is...
<p>...open, allowing modifications and no licensing fees</p> <p>...platform- and data base-independent</p> <p>...object oriented</p> <p>...proven to work in various uses by various organizations</p>	<p>...not a software package out of a box</p> <p>...it requires initial investment (hardware, qualified personnel)</p> <p>...does not offer facilities such as streaming-media but can address existing ones</p>



<http://www.mmbase.org>

## CMS: Content Management Systems: how to choose?

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### conclusion:

want a weblog? Buy an out of the box product!

want the same weblog combined with other existing applications, databases, and visible on numerous platforms? consider to become a mmbase user or developer!



more on mmbase and contact information: [www.mmbase.org](http://www.mmbase.org)