

Collaboration, Communities and Comic-Con?

Wikia connects employees and fans around the globe

The Wikia logo is displayed in a white rounded rectangle. It consists of the word "wikia" in a bold, lowercase, sans-serif font.

Overview

Wikia Inc., is the biggest fan community in the world, operating one of the world's largest networks of collaboratively published content on the Web. Each month, Wikia's 120 million fans generate more than two billion global page views in over 200 languages. The Wikia team supporting those fans works across nine international offices.

Wikia was founded out of a desire to support community collaboration and create a complete, rich experience for its fans to be able to connect and work together on their shared passions. The company uses Blue Jeans Network for internal all-hands meetings and instant team collaboration as well as providing its online fan base an in-person experience at industry events.

Challenge

Though Wikia has an immense user community and extensive company team, it was limited to how many people it could effectively engage in meetings and collaborative sessions. Logistically, Wikia could accommodate up to one hundred people in a meeting at a time, but was seeking a solution to expand that reach in order to fully tap the creative potential of its team.

Wikia also wanted to offer its user base greater access to exciting in-person industry events, like Comic-Con, where fans gather to interact with of thousands of fellow enthusiasts.

Results

Wikia chose Blue Jeans to give the people in its company and its fan base the ability to meet "in person," even though they are physically spread across the globe.

"Blue Jeans Network speaks directly to our core mission of collaboration and expands on it."

— Zack Blum, IT Manager, Wikia

Now all 200+ employees can participate in Wikia company all-hands. Using Blue Jeans Primetime and its ability to promote and demote audience members, each person can seamlessly interact with the larger group at the moderator's discretion. Team members across the globe can now interact with up to several thousand others instantly and in real-time.

Blue Jeans also made it possible for Wikia to expand its reach and engage its fans at live industry events. With Blue Jeans Primetime, Wikia can now bring members into a live event and give them a completely immersive experience. For example, Wikia is exploring ways to use Blue Jeans to bring remote fans to Comic-Con, the marquee event for thousands of comic enthusiasts. With Primetime, people who aren't physically there would have the chance to experience the event firsthand.

About Blue Jeans

At Blue Jeans Network, our mission is to make video communications as easy and pervasive as audio communications, enabling more effective collaboration at work, at home, and on the road. Our cloud-based conferencing service makes this possible by enabling customers to connect with each other seamlessly anytime, anywhere, and from practically any device.