



Tata Elxsi helps OTT operator launch Streaming App across 190 countries with superior user experience personalized real-time

CHALLENGE

Personalized Multilingual content & metadata support

Ensuring seamless user experience across various platforms

Global Expansion

SOLUTION

For a superior user experience, Tata Elxsi:

- Invested on frameworks & tools to measure the QoE
- Customized design and bought it to users in the form of Web and App
- Powered the next generation voice-based user interfaces
- Supported for Multi Language & Multi Audio
- Offline Download for enhanced user experience

For quick rollout of the OTT platform and monetization, Tata Elxsi:

- Integrated solutions for CMS, SMS, Multi DRM, Multi-CDN
- Integrated Multiple Payment Gateway
- Supported for Ad Insertion with VAST & VPAID
- Built Android TV Application using Leanback library

HIGHLIGHTS



50

TEAM SIZE



Deployed in **190** Countries with
12 content language

PERFORMANCE



100+ mil users Scaled

BUSINESS IMPACT

IMMEDIATE BUSINESS IMPACT

36%

Monthly Active users
surged **36%** quarterly

23.3%

Subscription revenue
increased **23.3%**

21.7%

Advertising revenue
of the broadcasters
rose **21.7%**

