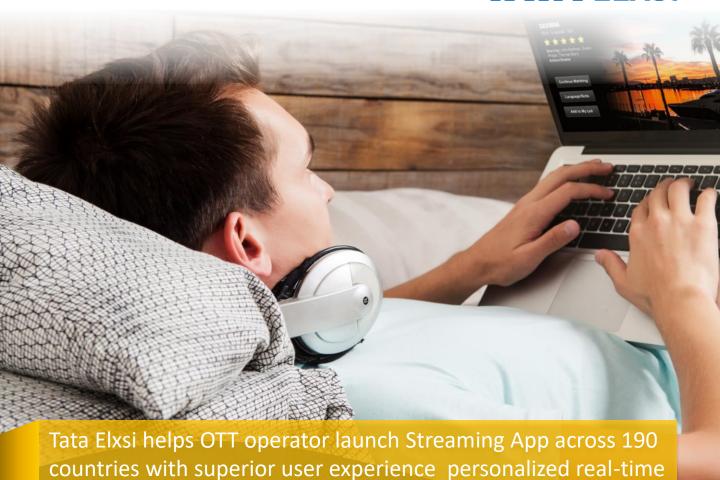
## TATA ELXSI



#### 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 voicebased 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

### **TATA** ELXSI

### HIGHLIGHTS







100+ mil users Scaled

**BUSINESS IMPACT----**

### IMMEDIATE BUSINESS IMPACT,

36%

Monthly Active users

23.3%

Subscription revenue

21.7%

Advertising revenue of the broadcasters

