

OTT VIDEO SERVICES

Develop | Personalize | Monetize

Trending

Users are increasingly using multi-platform devices and demand a seamless experience across diverse devices and platforms.

With greater smartphone penetration and high speed data, cord-cutting is a reality in most mature markets and especially with the younger audiences. Therefore, making a strong OTT offering is a prerogative for operators.

Great content and UX are becoming the key drivers to customer engagement and loyalty. OTT services are now focusing on enhancing the user experience to create a continuous engaged entertainment for the users.

The increased use of machine learning and contextual information will help in delivering content recommendations and personalized video experience.

Opportunities & Challenges

Operators are striving to deploy services that increase user engagements, reduce churn and expand monetization opportunities.

Operators face the challenge of hyper scale delivery of content across a broad spectrum of devices, whilst handling millions of simultaneous viewers.

There are technical challenges to deliver the lowest possible latency, highest video quality and seamless video delivery.

Failing to address these challenges will lead to reduced user engagements and increased churn.



Benefits for Your Customer

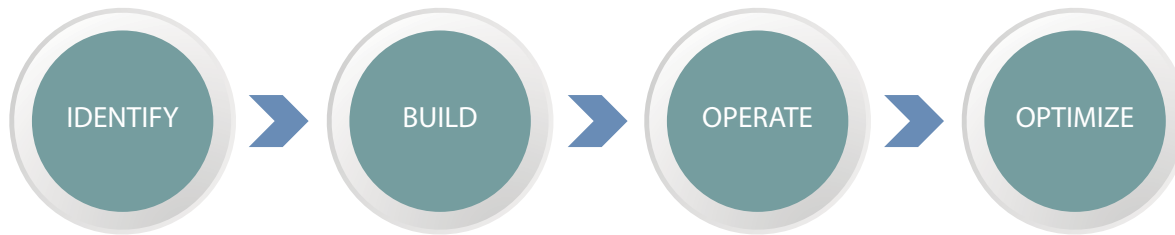
Enjoy a seamless experience: Deploying OTT services will benefit the end user in enjoying a seamless experience across multiple platforms.

Continuous engaged entertainment: OTT services are also designed to provide a 'continuous engaged entertainment' to the end user

Watch when and how the viewer wants: With AI in the backend, viewers can easily discover content that they want and view the way they want.

SERVICES ACROSS OTT DEPLOYMENT LIFECYCLE

Service Framework



Identify

- Experience design
 - Consulting services
 - Components identification (3rd party, custom-made)
 - Accelerators- CMS, FalconEye, AIVA
- Business modelling (SVoD, TVoD, AVoD, Live)

Build

- System architecture, integration, UI/UX, application development, QC and automation
- Differentiated process frameworks

Operate

- Automation, lean NOC, QoE monitoring
- Maintenance, upgrades, updates
- Triage

Optimize

- Increase user engagement with AI based insights
- Code refactoring, scaling

Accelerators

FalconEye
MONITORING

CMS

COGNITIVE VIDEO SERVICES

Process Frameworks

- Multi-platform Agile App Development Framework
- CI/CD Framework
- Quick Starter Labs
- Lean Testing Approach

Differentiators

Rich Development Experience with reduced lead time to deploy OTT solutions

Test Automation: Geared to deliver increased robustness and reduced cost

Differentiated Processes: Tata Elxsi's standardized process frameworks and tailored processes

Experience Design: Largest experience design center in Asia with state of the art facilities

Success Stories

Engineering Partner to Zee5: Launched in 11 different languages with a global subscriber base of **41 Million** active users, across **5 platforms**

QoE Partner to UK's leading satellite operator for pre deployment and post deployment services