

Trending

With greater smartphone penetration and omnipresent internet, cord-cutting is a reality in most mature markets and especially with the younger audiences.

Viewers are increasingly using multi-platform devices and demand a seamless experience across a multitude of devices and platform.

Excellent user experience and content are becoming the key drivers to customer engagement and loyalty. The increased use of machine learning and contextual information will help in delivering content recommendations and personalized video experience.

The media and telecom service providers are coming together to take-on pure-play OTT service providers. With the industry undergoing consolidation, tapping into synergies will help to reduce expenditure on re-engineering effort needed to create optimized networks.

Opportunities & Challenges

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

There are technical challenges to deliver seamless video experience with the lowest possible latency and highest video quality. Operators are scouting for solutions and services that can reduce the deployment time of cloud-based OTT service with common app frameworks for all the devices. With the industry consolidating, one of the major challenges faced by media giants is to articulate post-M&A roadmaps that translate to high levels of flexibility and business agility.

Besides, users of operator's networks, the content providers, are concerned about control and the quality of video delivered using multi-tenant cloud infrastructure. A considerable opportunity can open up with a deep understanding of server-side ad insertion and capturing viewers sentiment using analytics that can help in the monetization of content.

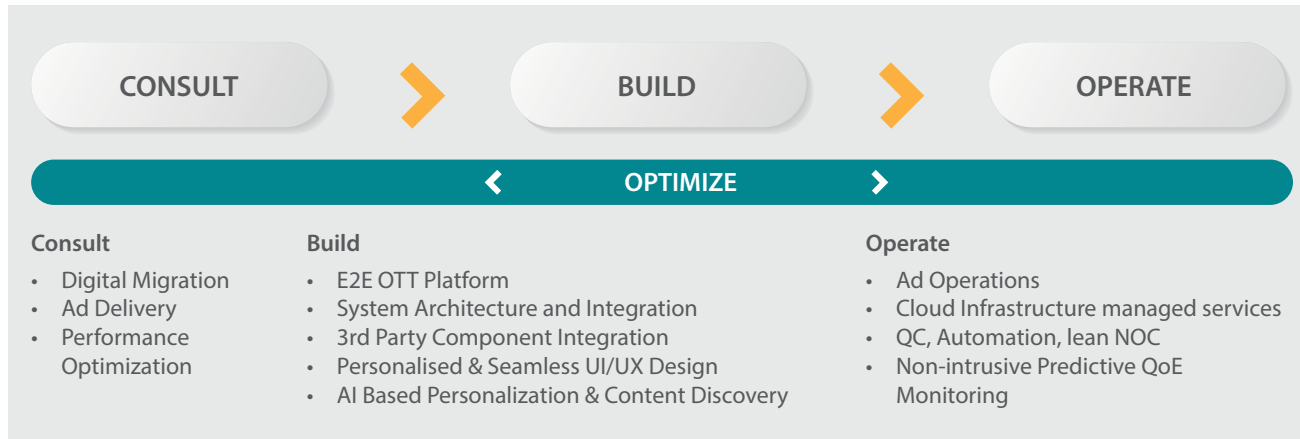


Benefits to the Customer

- Enjoy a seamless experience across multiple platforms
- Continuous engaged entertainment
- UI with AI: Responsive and Personalized

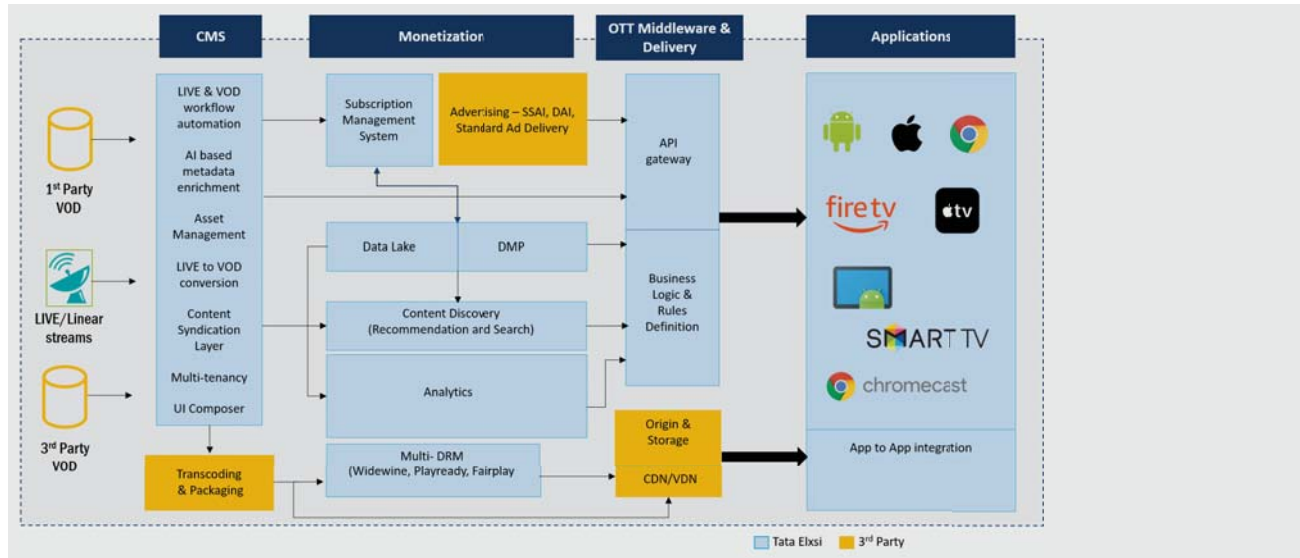
SERVICES ACROSS OTT DEPLOYMENT LIFECYCLE

Service Framework



TEPlay - 360° OTT Engineering

Roll out cloud based OTT services within weeks



CUSTOMER DELIGHT

Tata Elxsi brings in great technical expertise and domain knowledge, and has been a key partner for us in enabling a great user experience on ZEE5.

Amit Goenka
CEO – ZEE International & ZEE5 Global



Success Stories

Engineering Partner to Zee5: Launched OTT service in 18 languages with a global subscriber base of 61+ Million across 5 platforms
QoE Partner to UK's leading satellite operator for pre and post-deployment services

Differentiators

- Single vendor for all fundamental components for OTT deployment
- Dynamically scalable with microservices architecture
- Multi tendency and language support
- Cloud and virtual support
- Centralized Data lake
- Centralized monitoring services