



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%**

