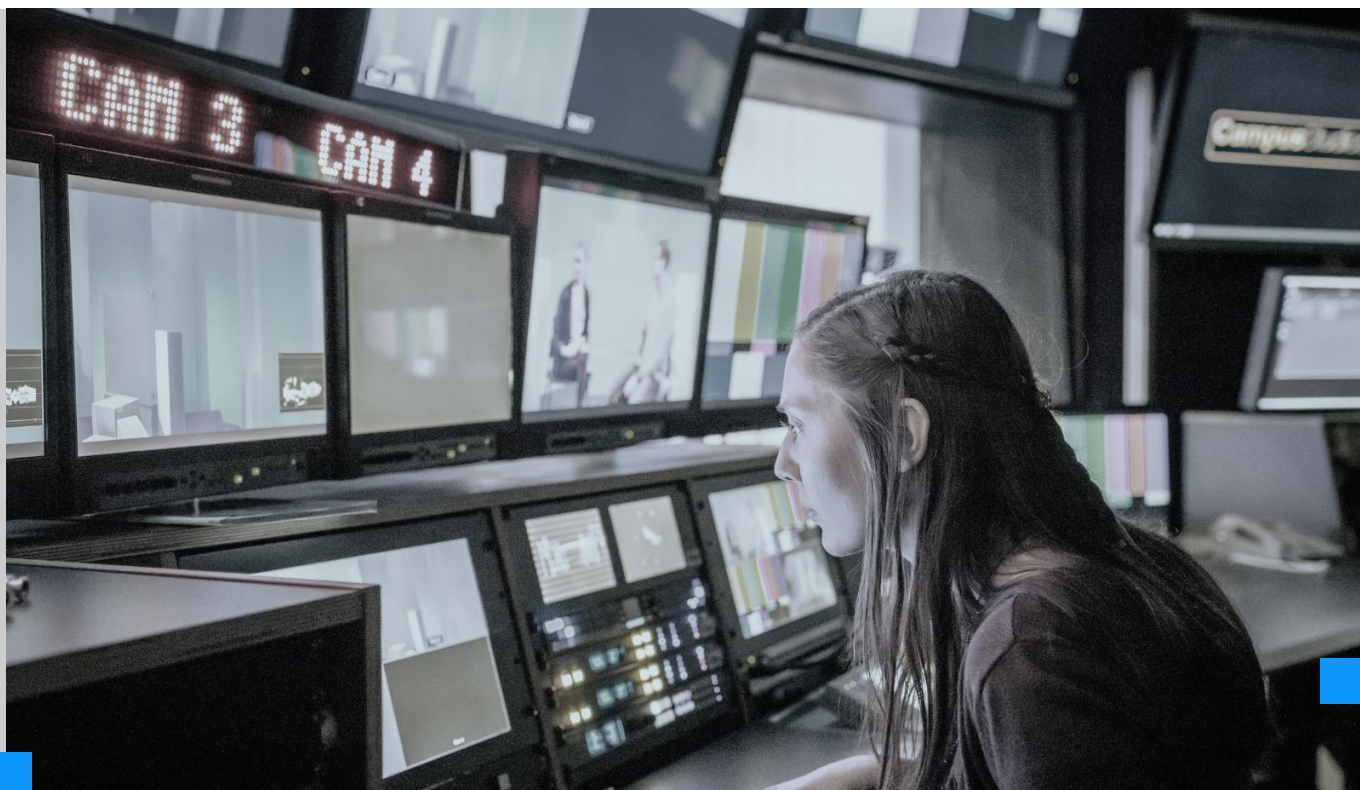




OVERVIEW

This US based Media & Entertainment firm provides dynamic OTT developments globally. It helps businesses navigate through the complex OTT landscape, so customers can focus on delivering their core business faster, better, and smarter. Providing diverse solutions and services in building scalable, secure OTT platforms. It's CMS manages Video on demand, Live and Live Linear channel integrations. Their Architecture solution delivers flawless experiences to a large number of concurrent users. They have helped realize higher advertising revenue per video impression with partners like SpotX. Their robust user experience across several platforms helps customers interact with the frameworks smoothly and design their personal OTT platforms as per their requirement.

BACKGROUND

With increasing competition in market and demand for digital intelligence, they are facing challenges setting up an intelligent platform that could help push their product ahead.

- How to gather insight on pre-recorded streams and live streams.
- Ways to identify varieties of advertisements.
- Automation within the stream for ad replacement.
- And finally, enabling these features as an end-to-end CMS.

**Media &
Entertainment**

**Best Company in
This Town that
Values They
Consument.**

- NIL

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CHALLENGES

- Extraction of Meta Data out of streaming video provided insights on VOD as well as Live stream videos.
- Advanced DFT/FFT (Discrete Fourier Transform/ Fast Fourier Transform) signal processing algorithms to classify between contextual video vs advertisement. As well as to identify the class of advertisement being it either broadcast ad or digital ads.
- Hybrid recommendation engines were developed to solve the problem of suggestion for what to watch. As a recommendation system keeps monitoring the behavior of the users based on history, the user is able to watch recommended videos, shows, etc. based on genre, actors, directors, rating, etc.

SOLUTION

- 💬 The bot integration gave customers a feeling that they were interacting with industry experts. This solved the problem of the users, and it increased the number of users by 32% in past 2 quarters.
- The stock market predictions and recommendation system showcased accuracy which pulled the market by 13% in past 2 quarters.
- The ROI increased by 18% as automating the entire process let too quick decisions.
- ✅ Bot integration and automation made it feel like an industry expert to the customers, increasing the number of users by 32%
- ✅ Accuracy of the market predictions and recommendations allowed for a market pull by 13% and an ROI increase by 18%.

**Digital
Intelligence
AI for OTT-
Ads and
Insights in
streams and
live-streams**