Elevate Your Streaming Experiences with LTIMindtree's **"MediaCube+"** to Deliver Unparalleled Performance and Improved Monetization

Video streaming has become the primary form of consumption with over 1.9 billion streaming subscriptions and over 92% of internet users watching Video On Demand content every week! It delivers engaging, high-quality content that connects global audiences in real-time while offering content owners unprecedented revenue opportunities. However, consumers today have low tolerance for poor service quality.

Below are some of the key challenges streaming companies need to address to protect their streaming investments.

01

Delivering **high quality streaming** with low latency

02

Ensuring **content is consistently engaging** with audience avoiding dead air scenarios

03

Control over monetization with ability to grow advertiser base and ad impressions

04

Maximizing audience reach by making content highly discoverable

LTIMindtree MediaCube+ platform redefines streaming excellence with superior performance and innovative content delivery with the below capabilities.

High-quality streaming

Delivers unmatched audio and video quality with low latency, meeting the high expectations of modern viewers.

Consistent branding

Provides a customized, unique, and authentic live streaming experience that conveys your brand's personality.

Enhanced engagement

Maintains consistent viewer engagement through interactive and social content formats, avoiding dead air with proper planning.

Cost efficiency and speed to market

Centralizes video content to reduce support labor and costs, providing a robust platform that speeds up deployment and consolidates assets.

Monetization opportunities

Offers proactive ads, sponsorships, paid interactions, bonuses, premium messages, coupons, and brand sponsorships for improved monetization.

Intelligent content management

Integrates cloud-based content management with AI to unlock new opportunities, drive growth, and deliver efficiencies.

For more on how LTIMindtree MediaCube+ can save you hours and boost streaming ROI, please reach out to us at *uday.navile@ltimindtree.com*