

Brochure

Transforming Media & Entertainment

with End-to-end AI-powered
Streaming Solutions



Introduction

The streaming industry has transformed global entertainment, with **1.9 billion subscriptions and 92% of internet users watching weekly**. Innovations like AI-driven personalization, high-quality streaming, and hybrid models highlight its adaptability. However, consumers demand high service quality.

At LTIMindtree, we lead in tech innovation, integrating AI into services and solutions, scaling AI through collaboration, and humanizing AI to empower individuals.

We work closely with our customers across the entire spectrum of the streaming value chain to help them remain competitive in an ever-evolving market by leveraging AI.

5 Key Focus Areas for Streaming Companies:



Content Creation and Acquisition:

Original programming and exclusive IPs boost subscriptions and retention



Global Expansion and Localization:

Tailor content and pricing to local preferences



Ad-supported Models and Revenue Streams:

Use ad-supported tiers and explore merchandising, in-app purchases, and e-commerce



Technology and UX:

Invest in high streaming quality for a seamless user experience



Sports and Live Content:

Acquire sports telecast rights and explore other live content like award shows and news

Use Cases

Hyper Personalized Content:

Optimized discoverability, recommendations, genre chips, and profile enrichment.



Enhanced CX and Engagement:

Seamless identity with OTP, flexible onboarding, video notifications, persistent login, enriched profiles, coach cards, social media interoperability, expandable navigation, hero carousel, and autoplay previews.



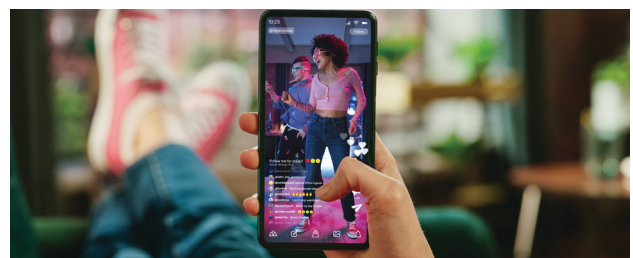
Content and Ad Sales Monetization:

Ad personalization, user monetization, Freelook, ad sales analytics, and RevOps for ad revenue predictability.



Best-in-class Content Delivery:

Addressing streaming issues, reward ads, reactions, comments, polls, voting, offline content, short vertical videos, slow buffering, audio-video sync, and frequent lag.



Integrated Multi-device CX:

SEO optimization, app store rating, social media footprint, and improved app store presence.



Case Study #1:

Migration and App Modernization (Re-platforming) of the OTT Platform for an Indian Media Company

Challenges:

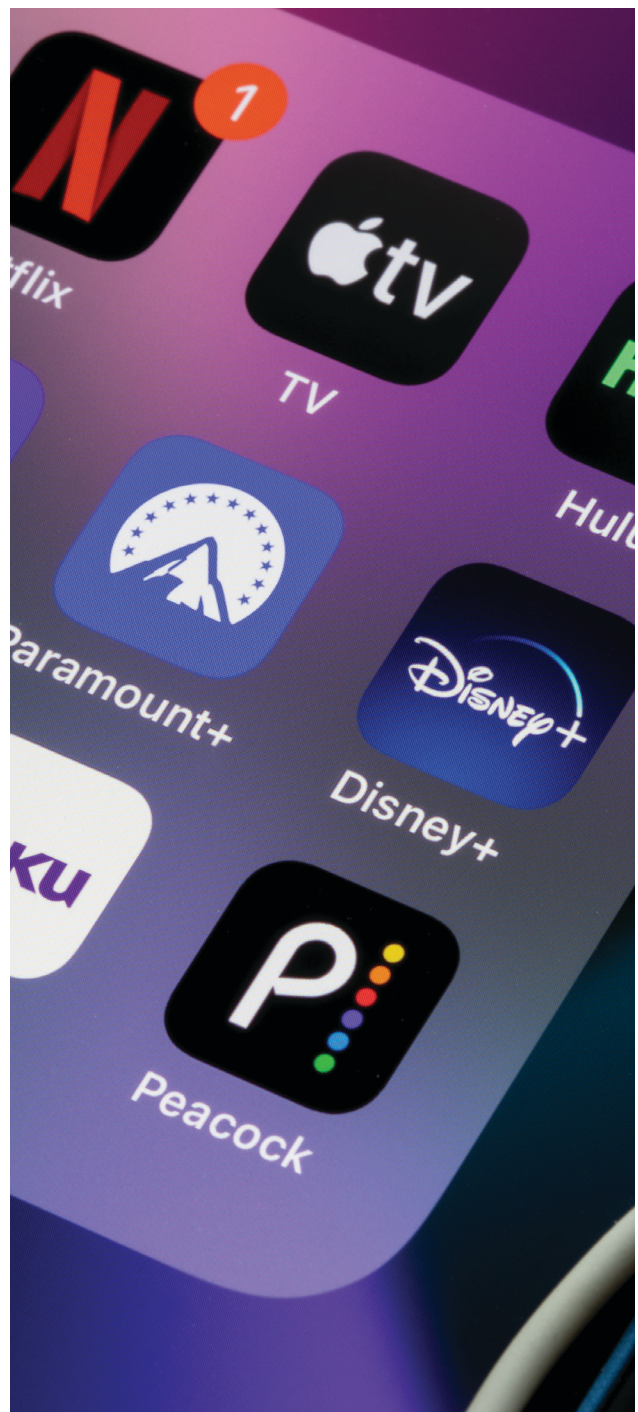
The client's legacy web and mobile platforms were not meeting current market demands, and there was a lack of support and capability to understand customers better and provide recommendations using machine learning.

Solution:

We undertook a comprehensive re-architecture and re-platforming of the CMS component by leveraging the right set of PaaS services. This included migrating multiple key components such as the content management system (CMS), the Application Program Interfaces (APIs), and the data layer.

Benefits:

By utilizing PaaS services, we minimized infrastructure maintenance costs. Additionally, we achieved a **100% increase in ARPU** (average revenue per user), **supported over 10 languages across 135+ countries**, and **managed 12K+ titles**.



Case Study #2:

End-to-End QA of Streaming Devices for a Leading Free Streaming Service Company

Challenges:

The client encountered issues with device fragmentation, localization, and varying network conditions. They aimed to ensure consistent functionality, multi-platform support, cultural adaptability, and optimized streaming quality across different internet speeds.

Solution:

We enhanced the streaming experience by testing compatibility, performance, and UI consistency across eight platforms. Localization efforts adapted the UI and content for ten languages, while network testing assessed streaming quality in ten countries.

Benefits:

We significantly improved the user experience, **boosting satisfaction by 15%**. The app's global reach expanded, **increasing international subscribers by 25% within six months**. Video streaming was optimized, **reducing buffering by 30%** and enhancing quality. Additionally, compatibility issues were mitigated, leading to fewer crashes and better stability.



Case Study #3:

Multi-platform Development of OTT Applications for a Leading US-based Media Conglomerate

Challenges:

The client faced difficulties in managing different form factors and platforms, and the usage patterns varied across different technologies.

Solution:

We developed an OTT app across diversified technologies, creating a single code-based application using Kotlin and React JS. This can be used on both Android devices and HTML-based Connected TVs.

Benefits:

This approach led to a **30% reduction in the app development cycle time**, a **20% growth in revenue**, and a reduction in multiple deployment cycles by using an API-driven architecture.



Streaming @ LTIMindtree

At LTIMindtree, our dedicated streaming practice enhances customer delight through innovation. Our core streaming services, backed by a consultative approach and MediaCube+, an AI enabled platform for IP assets and solutions, ensure superior streaming and better monetization. A few highlights of our streaming services:





About LTIMindtree

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — solves the most complex business challenges and delivers transformation at scale. For more information, please visit <https://www.ltimindtree.com/>.