



Tavant helps a Global Media Organization Build its Intelligent, End-to-End OTT Streaming Service

ARTICLE





The Client

One of the largest media conglomerates in the world with a subscription video-on-demand streaming service.

Overview

A 'Big 5' media organization that ventured into the streaming space is focused on showcasing premier content, including originals, while driving efforts to ramp up their subscriber base.

With the current year witnessing the rise in the number and adoption of OTT services, the streaming major has been strengthening efforts on reducing customer churn by providing supreme quality of viewing experience. Customer centricity has always been the focal point of their media business, and the streaming arm has left no stone unturned in providing a superior experience to their customers with the help of personalized recommendations for easy content discovery, a seamless user interface, and innovative content to explore.

The media organization has always considered streaming as a key element of the future of home entertainment. For over 12 years, the technology and intelligence powering their platforms have been built by the expertise of Tavant.



eCommerce

Tavant built a highly secure and scalable eCommerce platform for the streaming service client and supported the worldwide release of the platform. The automatic renewal of user subscriptions was enabled to mitigate revenue loss. A secure payment system was deployed to support a wide variety of payment instruments. The platform is flexible to support region-specific marketing campaigns and promotions.

The resilient platform could handle over **10+ Million registrations** on the launch day. Continuous improvements performed on the system ensured a **reduction in the churn rate by 25% over a period.**

Content Engineering

Tavant implemented customized Content Management Systems (headless CMS) for over 10+ partners of the client to manage their editorial, video, photo, and marketing content across platforms (iOS, Android, etc.) and connected devices (Roku, Apple TV, Xbox, PlayStation, etc.). The team provided support for Video-on-Demand and live video services while making the partner websites robust enough to handle over **10 Million page views/day and 2 Million videos/day.** The search functionality implemented was seamless and helped improve the customer experience quotient for the client.

The solution resulted in the **reduction of CMS partner on-boarding time by 50%.**



AI and Analytics

Tavant was instrumental in building the data infrastructure for the client that unlocked business insights and incorporated AI and Machine Learning tools on the platform.

- ▶ Personalized recommendations were derived from analyzing clickstream data by understanding how users interact and engage with the OTT service. Machine learning algorithms were designed to make robust recommendation systems.
- ▶ Marketing data was collected from Adobe, Kochava, and other third-party providers and analyzed to comprehend campaign data. Marketers were then empowered to create effective campaigns driven by data and achieve their KPIs.
- ▶ Analysis of data and metrics from content, subscription, invoices, accounts, and other areas allowed the client to understand in detail KPIs like churn, content engagement, and account/subscription activity. The experts from Tavant provided these insights to the business teams within quick turnaround times.
- ▶ Data scientists and machine learning engineers used Databricks notebooks to build and evaluate machine learning models. Once a model was developed, the entire gamut of processes from data cleansing, transformation, model building, and testing was incorporated into daily data workstreams so that these models could be executed and tested daily on new data.



Multi-media Development

Tavant helped the client build unified asset management systems for content processing and converting video, audio, subtitles, and thumbnails to unified formats and packaging them as a structured content asset.

Experts from Tavant collaborated to support multiple aspect ratios for any given asset within a piece of media. Videos were transcoded with the exact aspect ratio to provide a seamless and entertaining viewing experience for customers.

By supporting adaptive encoding, Tavant could reduce the average bitrate of content served without reducing video quality. The client could also reduce storage and content distribution costs using this technology.

Tavant also helped prevent unauthorized access to clients' assets by supporting and serving players with multiple Digital Rights Management (DRM) vendors.

User-services

Tavant built and deployed a fast and resilient search engine within the streaming service for the client. The search activity could be performed across various parameters, and the tool was created with AWS elastic search component and was supported with an in-built analytics engine. The distributed nature of Elasticsearch enabled it to process vast volumes of data in parallel, thereby finding the best matches for your queries in the quickest possible manner.

Final Thoughts

As a trusted technology partner of choice, Tavant has played a key role in the client's digital transformation journey. The first-generation streaming service of the client was transformed into a cloud-based next-generation platform.

Tavant provided them end-to-end over-the-top (OTT) services, including personalization, analytics, and subscription, and enabled the shift from web development to a mobile-first approach.

Tavant helped implement a scalable, robust, and resilient platform that offers a high-quality viewing experience and personalization, driven by data points, enabling a more customer-centric approach.

About Tavant

Headquartered in Santa Clara, California, Tavant is a digital products and platforms company that provides impactful results to its customers across North America, Europe, and Asia-Pacific. Founded in 2000, the company employs over 2500 people and is a recognized top employer. Tavant is creating an AI-powered intelligent enterprise by reimagining customer experiences, driving operational efficiencies, and improving collaboration.