CASE STUDY

Revolutionizing an OTT Platform with data-driven insights.

Quick Summary

By strategically deploying analytics, the media company notably improved its OTT platform's user engagement, financial health, and competitive standing. This case study demonstrates the effectiveness of data-driven strategies in navigating the complexities of the OTT space, fostering growth, and maintaining a competitive edge in the rapidly evolving digital entertainment industry.

About the Customer

In the dynamic realm of digital entertainment, over-the-Top (OTT) platforms have become central to global media consumption. A prominent media company sought to elevate its OTT platform's performance by employing data analytics to improve user engagement, optimize content strategy, and boost revenue.

Problem Statement:

The aim was to utilize analytics to uncover actionable insights into content consumption patterns, revenue generation, and operational efficiency.

The initiative focused on enhancing the user experience, increasing viewer engagement, and stimulating revenue growth on the OTT platform.

The company faced several obstacles that hindered the OTT platform's full potential:

- Content Strategy Misalignment: Identifying content categories that resonated with the audience was challenging, including original productions, premium content, and specifically highlighted offerings.

- Revenue Fluctuations: The platform grappled with inconsistent revenue from subscriptions and advertisements, as well as challenges in managing costs efficiently.

- Operational Inefficiencies: There was a significant gap in understanding the profitability of various content types, such as films, music albums, and digital series.

- Market Positioning: Determining a robust strategy to stand out against traditional TV and competing OTT platforms was crucial for enhancing the platform's market presence.

Solution:

CRG Solutions developed a suite of analytics reports, focusing on crucial performance indicators and leveraging data from different segments of the platform's operations.

- Content Performance Analytics: This involved deep analysis of viewer engagement across various content types and languages, guiding the platform in refining its content strategy.

- The insights were used into year-to-date (YTD) and month-to-date (MTD) revenue, costs, and EBITDA metrics for better financial management and cost optimization.

- Subscriber and Advertisement Analytics: CRG Solutions analyzed the balance between subscriber growth and advertisement revenue to craft a dual revenue strategy.

- Comparative Analytics: Benchmarked the platform's content against traditional TV and rival OTT services to identify competitive advantages and areas for improvement.

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Implementing focused analytics solutions empowered the media company to make strategic decisions that significantly boosted the OTT platform's performance.

- Improved Content Strategy: Understanding viewer preferences led to a more engaging content lineup, enhancing viewer satisfaction and engagement.

- Revenue Growth: Financial operations became more streamlined through detailed revenue and cost analysis, resulting in improved profitability.

- Operational Efficiency: Data-informed decisions facilitated better resource allocation and operational practices.

- Strengthened Market Position: The platform leveraged unique insights to bolster its competitive edge and value proposition.

Business Benefits:

Financial Optimization: Implementing strategies for enhanced revenue management and cost reduction.

Increased Viewer Engagement: Boosting content relevance and platform user experience leads to higher engagement rates.

Data-Driven Content Development: Utilizing viewer insights to inform content creation and acquisition.

Strategic Positioning: Using industry and competitor insights for strategic planning and decision-making.
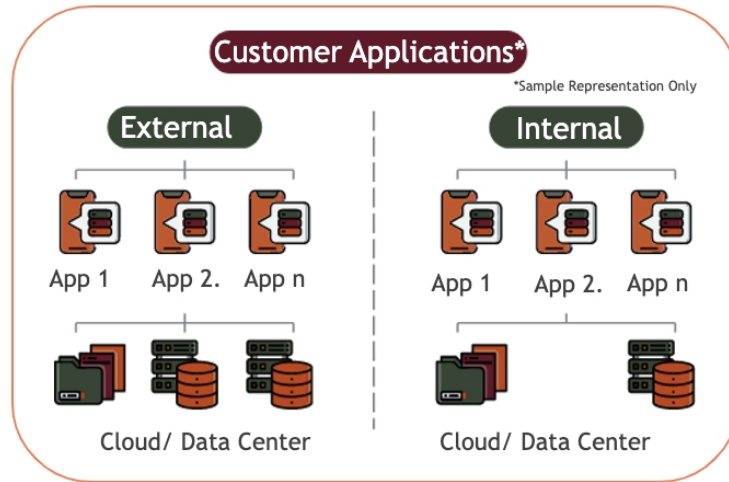
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to achieve

Business Excellence

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We Cover

Analytics

We setup practices, tools to derive insights (**customers, products, apps, teams**) **to enhance** or optimize business effectiveness with the help of products like Tableau, Alteryx, PowerBI, Cloud and MLOPs

+ableau **alteryx**

Microsoft **USEReady**
WE EMPOWER PEOPLE TO SUCCEED WITH DATA

Customer Applications*
*Sample Representation Only

External

App 1   App 2.   App n

Cloud/ Data Center

Internal

App 1   App 2.   App n

Cloud/ Data Center

RPA

We automate all high volume and mundane tasks to reduce manual errors and to increase efficiency with the help of products like AA (Automation Anywhere), Yellow.ai

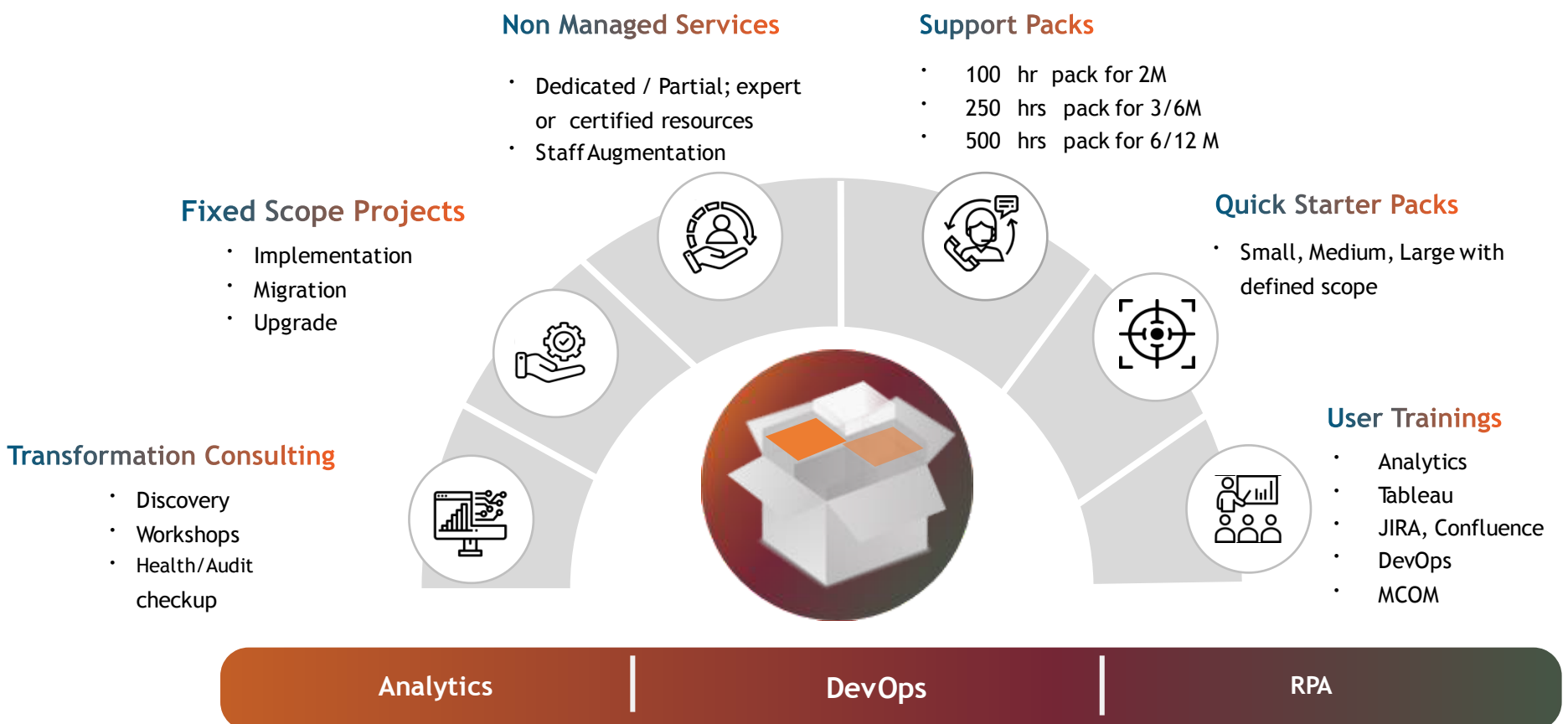**AUTOMATION ANYWHERE**   **yellow.ai**

DevOps

We help streamline the application development and maintenance processes with custom project management practices and implementation of world class software tools like JIRA, Azure DevOps, Azure Cloud to improve team productivity

ATLASSIAN   **Microsoft**

Services Portfolio

Non Managed Services
- Dedicated / Partial; expert or certified resources
- Staff Augmentation

Support Packs
- 100 hr pack for 2M
- 250 hrs pack for 3/6M
- 500 hrs pack for 6/12 M

Fixed Scope Projects
- Implementation
- Migration
- Upgrade

Quick Starter Packs
- Small, Medium, Large with defined scope

Transformation Consulting
- Discovery
- Workshops
- Health/Audit checkup

User Trainings
- Analytics
- Tableau
- JIRA, Confluence
- DevOps
- MCOM

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