



Developed and Integrated a OTT platform and Analytics Tool for a leading Entertainment network of India

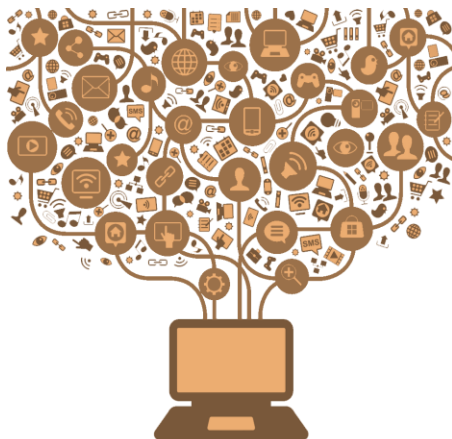
OTT

Cloud Migration

Analytics

The Client

The client is India's one of the fastest growing entertainment networks and a house of iconic brands that offers multi-platform, multi-generational and multicultural brand experiences.



Business Challenges

- Managing multiple third party vendors
- Performance Optimization
- API Responses Mapping and Query Resolution
- Speed to Market
- Angular JS Optimization
- Website's uptime management for concurrent users
- Reconfiguration of servers with Auto Scaling
- Cloud management - Rolling back to last successful Pull

Areas of Engagement

- Planning, Analysis, Strategy Discussions with Client
- End-to-End System Integration
- Development on top of Kaltura TVM (OTT3)
- Website development (frontend) HTML and Optimizations (Angular JS)
- Responsive Integration with Bootstrap
- Advance Search and Filters
- Wrapper APIs for Kaltura, REST Format/Architecture
- Mobile App on iOS and Android platforms
- User Engagement and Gamification
- Digital On-Demand Video Platform
- Website Hosting on Amazon
- AWS Configurations, Auto Scaling, Akamai CDN to Deliver Content
- Kids Zone – Space for Kids!

Engagement Brief

The client engaged Webdunia to integrate and develop a unique OTT platform on top of Kaltura TVM (OTT3) services. As a technology provider, Webdunia provided technology solutions and services including web development, systems integration, planning, analysis, API creation, operational support and maintenance. They also integrated the most advanced analytical tools to leverage data and provide insights into website traffic and user engagement and improving customer experience.

USP

- Kids Content and Kids Pin: Parental Lock on Videos
- Shouts: Epic, Must See, Really?, Too Funny, Aww, Oh Teri for every video watch
- Playback: Resume Video
- Vooting Now: What's trending
- Just For You: Space customized for user's likes and viewing history
- Short Web Series (Originals) : Unique and engaging content (dramas, comedies, spoofs)

3rd Party Analytics Implementation

- Goggle Analytics for traffic monitoring
- Mixpanel Integration to track users activities
- LoginRadiusSDK
- Facebook Pixel,
- Appboy for notifications
- Sokrati Chuknu Pixel
- Akamai Media Analytic for Player

Content Management

- Content Ingestion
- Meta Tagging
- Transcoding (Multiple bitrates)

Performance Management

- Frontend Content Caching via Akamai CDN
- JSON Object to Reduce Load on Server
- Enhanced Mobile Caching using Epoch Time
- Zend and Redis Object Caching

3rd Party Integration

- Development on top of Kaltura TVM (OTT3)
- Analytics: Google Analytics, Mixpanel
- User Management: Loginradius
- Deep Linking: Branch
- Ads: Video Plaza

SDK

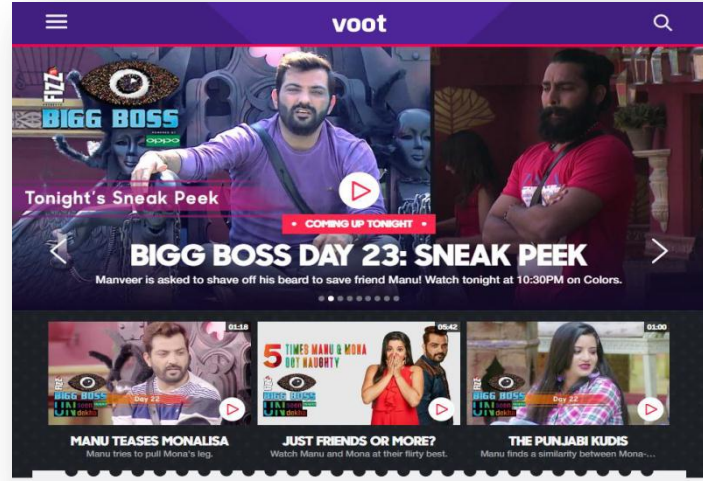
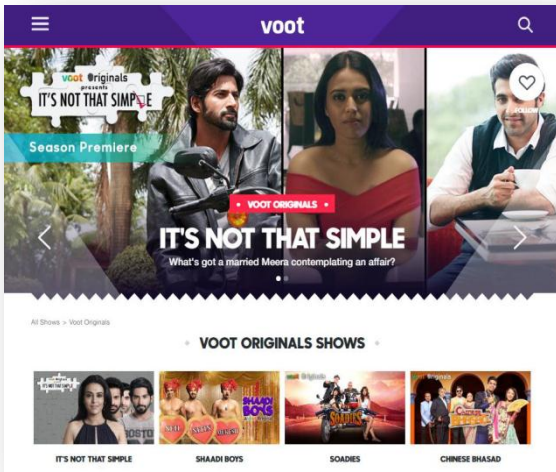
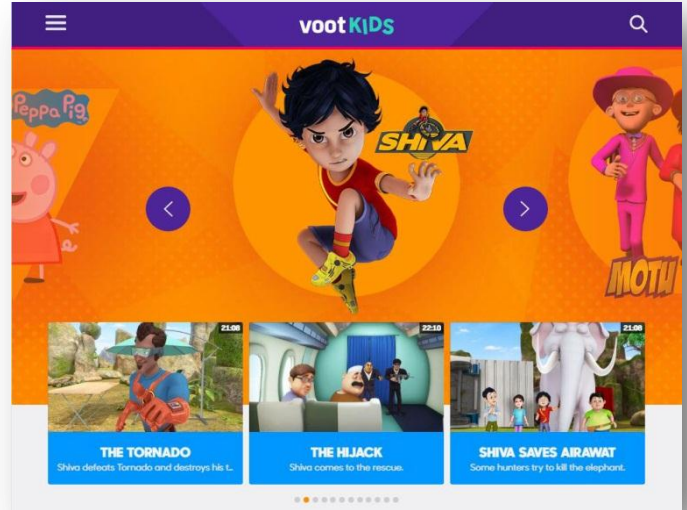
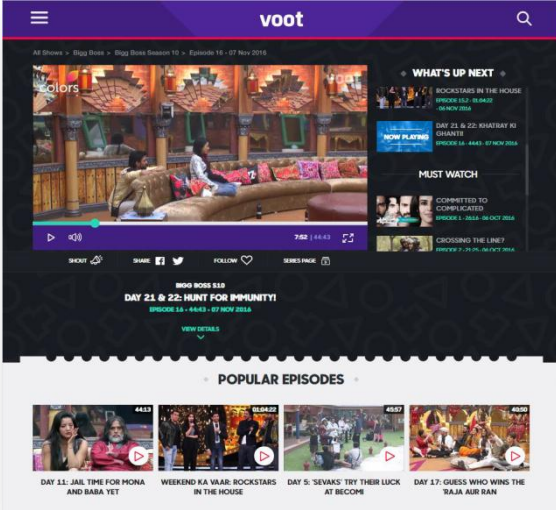
- Colors/MTV website videos redirect to Voot and Listing (via TVM)
- Global Search Page with Filters in CMS
- Customization for individual Channel's CMS

Cloud Migration/ Management

- Jenkins is used for Code Integration and Code Deployment
- Setup 3 different environments (Development, Staging and Production)
- Automatically deploy of code to the specified server and application folder once is has been integrated

Business Benefits

- Increase in number of unique users and website traffic
- Significant increase in average session duration of the website
- Entertaining high number of concurrent users since the very first month of launch
- Capturing most viewers for Sections like Voot Kids due to its unique availability
- Flexible Deck Management via CMS



About Webdunia

Webdunia, is a CMMI Level 3, localization and software solutions provider to businesses across the world. With over 15 years in the industry, we deliver industry-led localization, translation, multilingual content management, and software solutions and services to address specific needs of particular business requirements. We have a proven delivery record of offering high quality solutions to help our clients excel globally on any technology platform.