



## Webdunia extended digital technology solutions to India's prime entertainment TV channel - Colors

Web development, IT Infrastructure Management, CMS, Mobile App Development

### The Client

COLORS is Viacom18's flagship brand in the mass entertainment space. It is India's prime entertainment TV channel. With its diverse presence across several countries it is known as the fastest growing entertainment networks.

Colors engaged Webdunia for seeking digital technology solutions comprising website development, maintenance and operational support.

#### Website URLs

India:	<a href="http://www.colorstv.com">www.colorstv.com</a>
US:	<a href="http://www.aapkacolors.com">www.aapkacolors.com</a>
UK:	<a href="http://www.colorstv.com/uk">www.colorstv.com/uk</a>
MENA:	<a href="http://www.colorstv.com/mena">www.colorstv.com/mena</a>
APAC:	<a href="http://www.colorstv.com/ap">www.colorstv.com/ap</a>



### Business Challenges

- Legacy code migration and performance optimization
- Live voting management for different regions
- SEO for multiple regions website
- Website migration to new domain from colors.In.Com to colorstv.Com
- CMS was tightly coupled with In.Com that enhanced potential challenges such as:
  - Mobile API modifications
  - Player changes
  - Database migration
  - User base & social logins
  - Access rights and permissions



## Areas of Engagement

- Live Chat
- Operations and Maintenance Services across desktop/mobile/tablets
- Domain Migration from in.com to Colorstv.com
- Reliable, flexible & responsive IT Infrastructure Management services
- Content Management for region specific website

## Engagement Brief

- CMS and Frontend Website Development
- Mobile App Development & Maintenance (iOS and Android )
- Delivery across Desktop/Mobile/Tablets
- Video Integration using JW and Kaltura Player
- Live Feed (24 x 7 Video Stream) Integration
- Microsite Development for Colors Programs/Shows
- Management of Online Voting Process for Reality Shows
- Development of Mobile Web Services (APIs)
- Integration with Akamai CDN
- Single Sign On (SSO) Implementation for Login
- Region wise Site/Content management (India, US, UK, MENA, AP)

## Business Benefits to the Client

- Website Migration to domain Colorstv.com (Domain name on client)
- End-to-End Partnership to manage Website, Mobile App, UI Design and Content Ingestion
- Improved digital business operations with proactive and timely resolutions
- Defined a digital strategy for website with focus on- Design, Interactivity, Discovery, Presence and Performance



## 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.