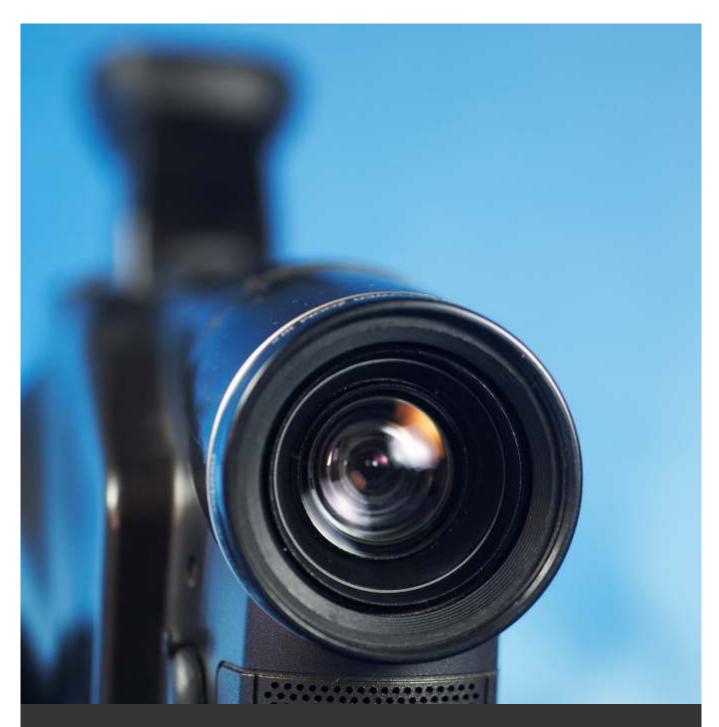# Digital Video Services

Communications, Media & Technology

The growth in digital technologies and connected infrastructure has resulted in an explosion of digital content consumption. Organizations want to exploit this opportunity by creating new services and business models along the video value chain. They constantly seek innovative ways to create, distribute, and monetize digital video content to provide highly personalized customer experiences.

Tata Consultancy Services' (TCS') Digital Video Services help companies deploy, test, deliver, operate, and monetize engaging digital video experiences any time across devices. Our offering enables organizations to deliver targeted content, services, and promotions for enhanced customer satisfaction, while reducing customer churn.

Overview

With the confluence of digital content, consumer electronics, social media, and apps, the communications, media, and entertainment industry is facing several challenges such as cord-cutting, declining advertising revenues from traditional channels, and high carriage costs. They are therefore looking for ways to reinvent themselves. Companies want to explore disruptive business models by migrating along the digital content value chain. While content owners want to adopt a direct to consumer (D2C) strategy by taking the OTT route, media distribution vendors want to adopt IP-based delivery to meet new video distribution and workflow requirements. CSPs want to expand their presence in the content value-chain through content creation (acquisitions and joint ventures,) aggregation (new OTT services, addressable advertising capabilities), and consumption. Equipment vendors want to acquire key technology capabilities to integrate E2E multiscreen pay TV infrastructure.

TCS Digital Video Services enable communications, media, and entertainment companies to accelerate the execution of their strategies by offering services across the digital video ecosystem including video platform infrastructure management, video distribution networks management, emerging ad serving eco-system planning, content rights management, next-gen service fulfillment, and consumer analytics.

Our Solution

TCS provides the following digital video services to cable organization, studios, broadcasters, and TV networks

Digital video advisory services: TCS helps establish a digital strategy and roadmap aligned to your business vision, and next-generation consumer experience. Video platform development services: We provide application development and system integration services in areas such as content and media asset management, consumer analytics and personalization, social collaboration, API and micro-services management, video security and distribution, advertisement management, and middleware and server-side development and integration.

Cloud virtualization and DevOps management: We provide cloud engineering services such as development of cloud native applications; migration of legacy on premise applications to agile cloud environments, and continuous deployment of apps for set top boxes, mobile, web, streaming devices, and VR headsets.

Business systems transformation: TCS provides solutions in analytics and insights, billing and provisioning, video personalization, and rights management to drive cross-platform engagement and enhance monetization opportunities.

Video assurance and testing: We offer assurance services for video playout and quality of service (QoS) and quality of

Benefits

TCS Digital Video Services offer the following benefits to communication, media, and entertainment companies:
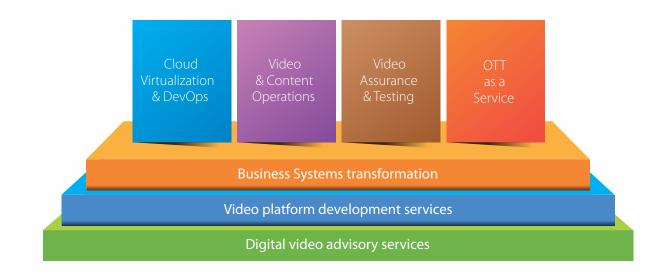

Enhanced customer engagement: Deliver targeted content, services, and promotions, driven by a deeper understanding of consumers' content consumption patterns. Deliver rich and consistent experiences across various platforms, and against a variety of quality measures.

Reduced customer churn: Improve end-user experience by offering enhanced viewing experience across devices and platforms, highly personalized recommendations, and proactive data monitoring services.

Digital Video Services

Cloud Virtualization & DevOps

Video & Content Operations

Video Assurance & Testing

OTT as a Service

Business Systems transformation

Video platform development services

Digital video advisory services

experience (QoE); multiscreen test automation for set top boxes; app testing for mobile and streaming media devices; device performance; and API test automation.

Video operations and monitoring: We provide services such as video platform optimization, 360- degree automated monitoring and analytics, platform and infrastructure management, services fulfillment monitoring, and business support and operations management.

OTT as a service: We provide end to end over-the-top content distribution services for live and on-demand content.

The TCS Advantage

We deliver value to communications, media, and entertainment companies through:

Domain expertise: Our in-depth knowledge of the communications, media, and entertainment industry across the content value chain, combined with our agile development methodologies, enables us to provide IT and business solutions that drive innovation and efficiency.

Video and OTT platform: A modular, cloud-enabled, and scalable end-to-end content delivery platform addresses challenges of the ever-changing over-thetop content ecosystem. It has multi-platform apps for video delivery and playback, which can be rendered on any device, and accessed anywhere and anytime.

Solution accelerators: Our solution accelerators like the TCS Hosted OSS/BSS Order Management and Provisioning Solution, Enterprise Rights and Royalty Management Solution, content discovery and personalized recommendation engine, testing automation frameworks, and test scripts drive agility and efficiency.

Video Assurance Lab: Our Video Assurance Lab focusses on delivering test services for the latest video market trends, as well as video ecosystem partnerships for content management, CDN, IPTV, OTT, and service assurance.

Industry alliances: Our partnerships with software and technology infrastructure companies in the digital video ecosystem, enable us to develop advanced solutions.

Improved scalability and flexibility: Improve video infrastructure for greater efficiency and future proofing for business growth.

Effective content monetization: Drive a market specific content monetization strategy by enabling a variety of business models like subscription, transactional, freemium, and ad-supported content across various platforms and devices.

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GLOBAL 2016
CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

To know more

Visit the **Communications, Media & Technology** page on **tcs.com**
Email: **global.cmi@tcs.com**
Blog: **Next Gen CMI**

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at **www.tcs.com**

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