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Partnering to Drive Increased OTT Monetization

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The monetization challenges facing over-the-top (OTT) media services are complex. They go well beyond the differing revenue-per-user of subscription-based, ad-based, and pay-per-view (PPV) models. Because each model requires

unique skillsets from software engineers in multiple disciplines, acquiring such expertise is challenging even at the best of times. In a period of widespread talent shortages, building the skillsets you need in-house becomes all the harder.

GlobalLogic is an engineering partner for multi-channel OTT application development and testing. We help OTT providers personalize and monetize their content and reach global scale. Our capabilities include building high-performance and scalable ad-tech platforms and monetization systems from the ground up, complete with integrations to various marketing/CRM systems.

GlobalLogic has the data science expertise to provide data and analytics that can increase engagement and monetization. For example, we develop ad-tech solutions that allow you to analyze the results of ad campaigns to further improve their effectiveness.

GlobalLogic delivers advertising technologies that save advertisers time and money, enable publishers to monetize their digital assets, and ensure that users get the most useful and relevant offers. Here are stories of companies that have increased engagement and monetization by leveraging GlobalLogic expert design and data engineering services.

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ADTECH DEVELOPMENT

Developing Video Advertisement Solutions

Client Scenario

A global ad-tech and media company had already deployed technology used by leading publishers, networks, and advertisers worldwide to deliver over 10 billion impressions monthly. But the company aimed still higher. Their goal was nothing less than revolutionizing video advertising, and that meant taking their current platform to the next level. They engaged GlobalLogic.

Our Approach

GlobalLogic established a formidable engineering force of more than 30 professionals to enhance the company's existing technology and develop new features. The GlobalLogic team's expertise was instrumental in creating innovative core services such as a client-side ad insertion (CSAI) software development kit (SDK) for existing players on iOS and Android, as well as numerous UI enhancements. Additionally, GlobalLogic augmented the company's QA processes not only with manual testing but also with advanced testing automation solutions.



Benefits

The company made the significant technology advances it sought. Together with GlobalLogic, the company developed ad-serving SDKs designed for both iOS and Android, as well as multiscreen solutions catering to Apple tvOS and Android TV. The company enjoyed the benefits of a back-end setup implemented to take care of ad serving and metrics tracking duties. GlobalLogic developed and maintained a back-office portal application, report-generation app, and real-time analytics dashboard.

Robust Ad Server Solution

GlobalLogic helped develop a high-load ML-based ad matching system that easily handles two million transactions per second and generates revenue at that scale.

PLATFORM ENGINEERING

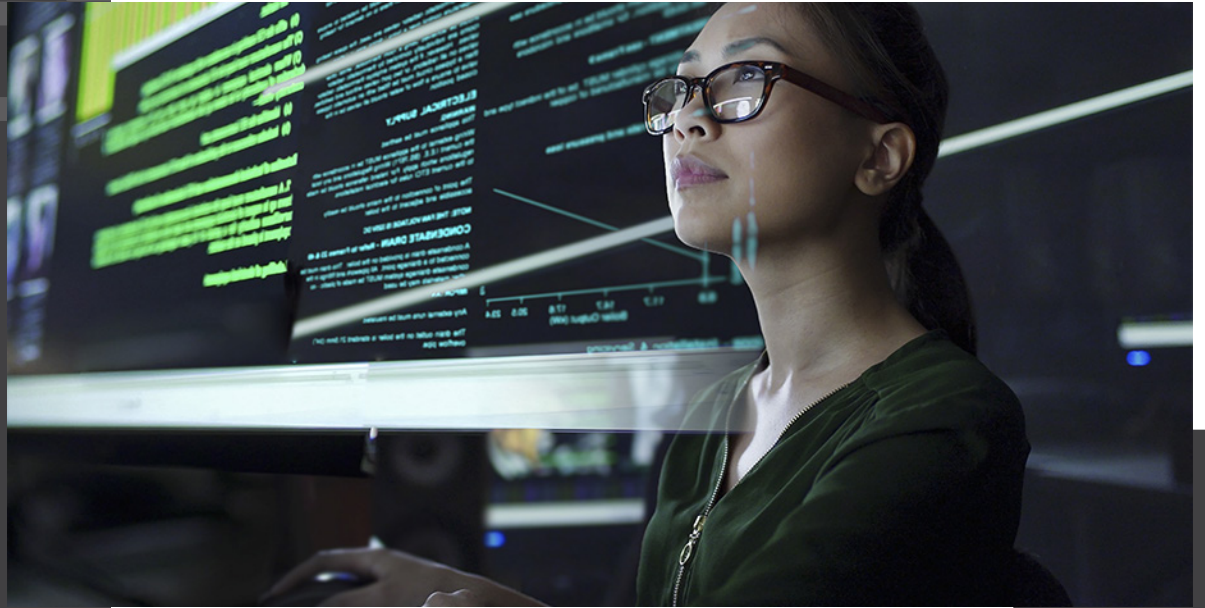
Developing a Real-Time Ad Exchange Platform

Client Scenario

This client, a direct-to-consumer technology division of the world's number-one entertainment company, sought a software engineering partner to support the development and enhancement of their real-time ad exchange platform. Their goals comprised an array of features including an auction telemetry application, supply management, demand management (supporting various deal types such as programmatic guaranteed, private marketplace, invitation-only auctions, and bidder configuration management), and alerting. The division's advertising platforms team chose GlobalLogic.

Our Approach

GlobalLogic built self-sufficient scrum teams that included front-end and back-end engineers, designers, QA professionals, and scrum masters. GlobalLogic assumed responsibility for delivery of the assigned features, including software design, architecture improvements, and software development. GlobalLogic also took the lead in developing technical specifications and implementation of the new features, as well as performing QA with automated testing of both the back-end and front-end software components.



Benefits

The client also saw significantly enhanced operational efficiency in their platform due in part to the automation of data retrieval through integration with a variety of services. The client also gained a platform that provides DSPs and SSPs with better insight into their service, enabling them to plan more holistically, improve programmatic scale, and take advantage of traffic spikes.

Efficiency at Scale

GlobalLogic significantly enhanced operational efficiency of the platform.

PLATFORM DEVELOPMENT

Developing an Ad Exchange and Supply-Side Platform

Client Scenario

A premier digital ad-tech provider required engineering services for their ad exchange, an automated advertising system utilized by the world's popular publications and apps. The platform bridges top brands with customers across the world and is one of the world's largest real-time cloud and big data computing systems. The company engaged GlobalLogic.

Our Approach

GlobalLogic fielded a team of experts to provide professional services in the realm of software architecture and production. The team worked across the entire platform including the high load revenue generating components, APIs, services, integration workflows with meticulous manual testing, and QA automation. The team further provided performance analysis and improvements as well as UI development. In addition, they provided 24/7 infrastructure support and on-call incidents support.



Benefits

Many of the core components have been successfully transferred over to the GlobalLogic team. The company has gained platform support along with the R&D needed to provide its clients with continuous coverage including U.S. night and holiday shifts. This has allowed for a consistent flow of high-quality releases with new system features and components.

Performance Analysis

GlobalLogic enabled 50%+ system performance improvement through performance analytics.



Conclusion

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ith 22+ years of experience in software development and engineering services, GlobalLogic has become a trusted partner to independent software vendors worldwide.

Learn More

To learn more, or to speak with one of our experts, please reach out:

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About GlobalLogic

With 20+ years of experience in software product development and engineering services, GlobalLogic helps some of the world's leading global brands in video and audio streaming, broadcasting, studios, media tech, and ad tech create world-class media experiences and accelerate new product development while evolving revenue streams. With more than 2,000 media-specialized engineers, GlobalLogic partnered with more than 50+ media clients executing 250+ projects, built 200+ OTT applications from scratch, and certified 10,000 + applications while managing their OTT stack throughout the product lifecycle. GlobalLogic is your one-stop shop for your media and OTT needs.

200+ OTT apps launched

10,000+ applications certified

50+ media clients

15+ engineering labs

2,000+ media-specialized engineers