Accelerating Innovation & Growth for OTT Players

Over-The-Top Media Technology Partnerships That Drive Business Results & Sustainability

Over-the-top media (OTT) innovation requires highly specialized expertise and massive technology scalability.

The world's leading over-the-top media (OTT) players maintain a fast pace of innovation that requires highly specialized expertise, massive scalability in particular areas of technology, or both.

This may include development of innovative ad tech, advanced automation and testing at scale, leveraging machine learning to better predict user behaviors and preferences, or developing and deploying entire platforms and apps at velocity.

Acquiring such specialized skills internally can be costly and time-consuming. It can also hinder a business's ability to focus on those core product solutions that fall directly within their expertise.

That's when organizations turn to GlobalLogic.

GlobalLogic has helped develop end-to-end capabilities in OTT technologies with global reach by augmenting a customer's existing resources or delivering turnkey solutions that are ready to go to market.

Read on for stories of organizations who partnered with GlobalLogic to create OTT solutions that drive improved customer experiences and accelerate business growth. These organizations strengthened their ability to get products to market faster, capture new revenue streams, and stay ahead of the OTT technology curve.

Client Scenario: Enhancing an Ad Exchange

An American multinational mass media and entertainment conglomerate had business segments including:

- media networks,
- parks and resorts,
- studio entertainment,
- consumer products,
- and interactive media.

These businesses gave them a massive and continuous audience that made advertising revenue key.
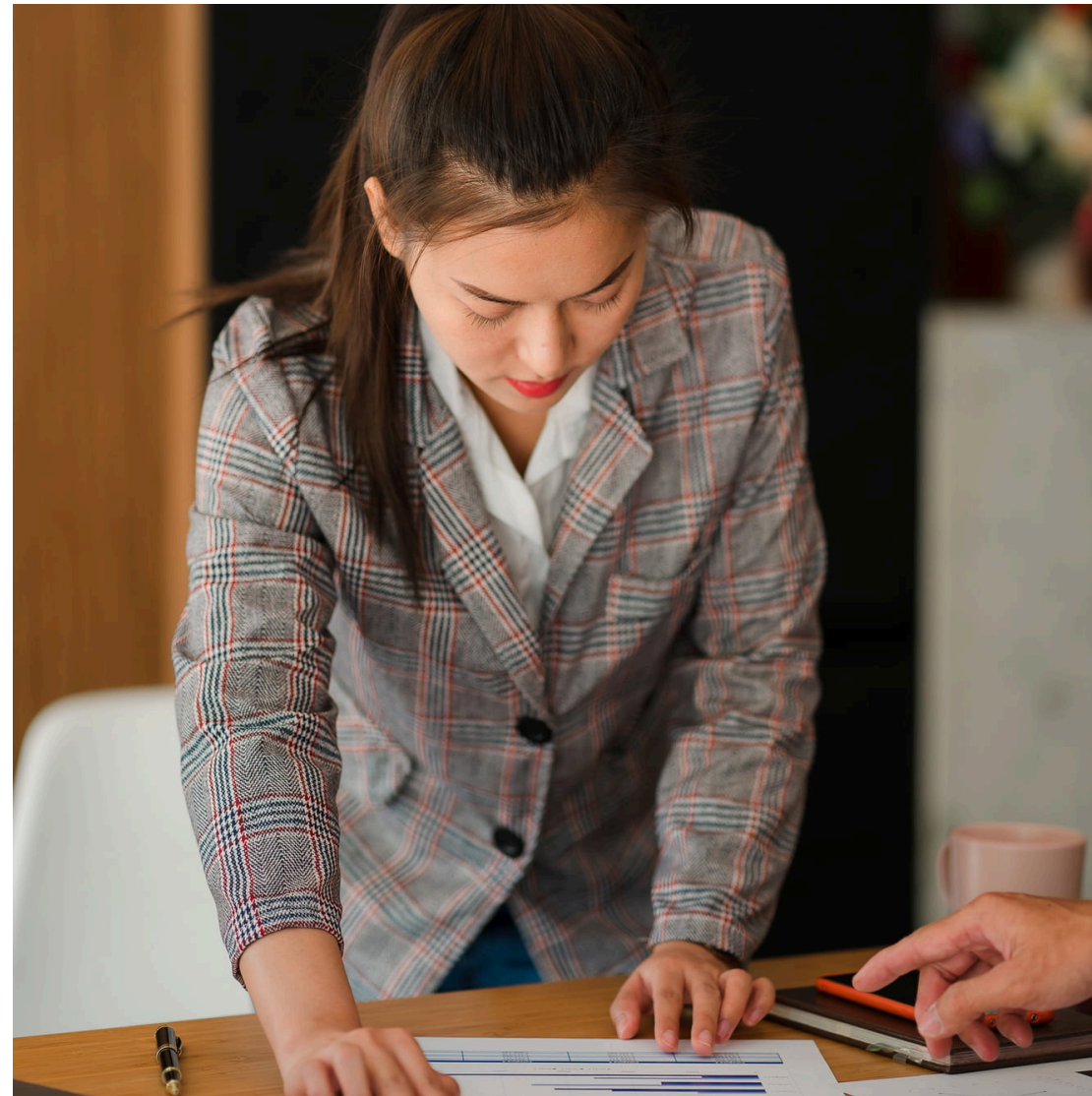
As such, they decided to build their own advertising exchange in lieu of relying on third-party providers.

They stood up a preliminary version of the exchange but quickly realized they needed to make significant improvements.

They determined it would not be practical to undertake the project with internal resources, but still sought to move forward briskly.

The problem was that the widely diverse nature of the infrastructure across their business segments made it difficult to find qualified resources in terms of both domain knowledge and ad-tech expertise—and more difficult still to onboard resources quickly.

They turned to GlobalLogic.

GlobalLogic also provided a range of software design and development services and architecture improvements.

This included creating technical specifications for, and implementation of, all new features and the QA required before putting those features into production.

GlobalLogic rapidly automated testing of both backend and frontend software components.

Our Approach

GlobalLogic brought a methodical, proven approach to the engagement, taking ownership of the design and development of ad exchange components including:

- the auction telemetry application,
- supply management,
- and demand management (PMP, PG, IOA).

At the same time, GlobalLogic provided expert advisory services working closely with the client's development teams.

Benefits

With access to GlobalLogic's deep bench of ad-tech domain expertise, the company saw **rapid enhancements to their ad exchange** across the full development and release cycle of new features and new system components.

GlobalLogic advised on aspects of operational efficiency by contributing to automation of key processes.

For example, GlobalLogic enabled reduction in time of process operation by automating the fetching data through integrations with multiple services simultaneously.

Thanks in part to significant process improvements, ad managers were able to spend less time on operational tasks.

GlobalLogic drove rapid enhancements to the company's ad exchange across the full development and release cycle of new features and system components.

Client Scenario: Automating Backend and Frontend Testing at Scale

An American multinational mass media television conglomerate operated a large group of factual and lifestyle television brands.

They offered content on television but over time increasingly delivered content via OTT in numerous ways including through clients on browsers, mobile devices, CTV, and smart TVs.

Early on, the company performed primarily manual product delivery testing. To enable scalability, they needed to make the testing of their backend systems more robust, and reached out to GlobalLogic.

The GlobalLogic team undertook improvements to the company's backend testing, enabling robust automation across the client's many backend services up through and including pre-release testing.

The company then decided to extend its collaboration with GlobalLogic to testing of their frontend systems and customer-facing apps.

Our Approach

Having developed the API that supported automated testing across the multiple microservices behind the company's front end, GlobalLogic could rapidly extend testing automation to frontend systems and applications.

The comprehensive automation of testing included capabilities such as testing the company's websites as rendered on various platforms and implementing smoke, regression, feature, API, and pre-release testing of applications for use on all digital and connected devices.

GlobalLogic continues to bring the company creative and innovative POCs (including feasibility studies) for new capabilities.
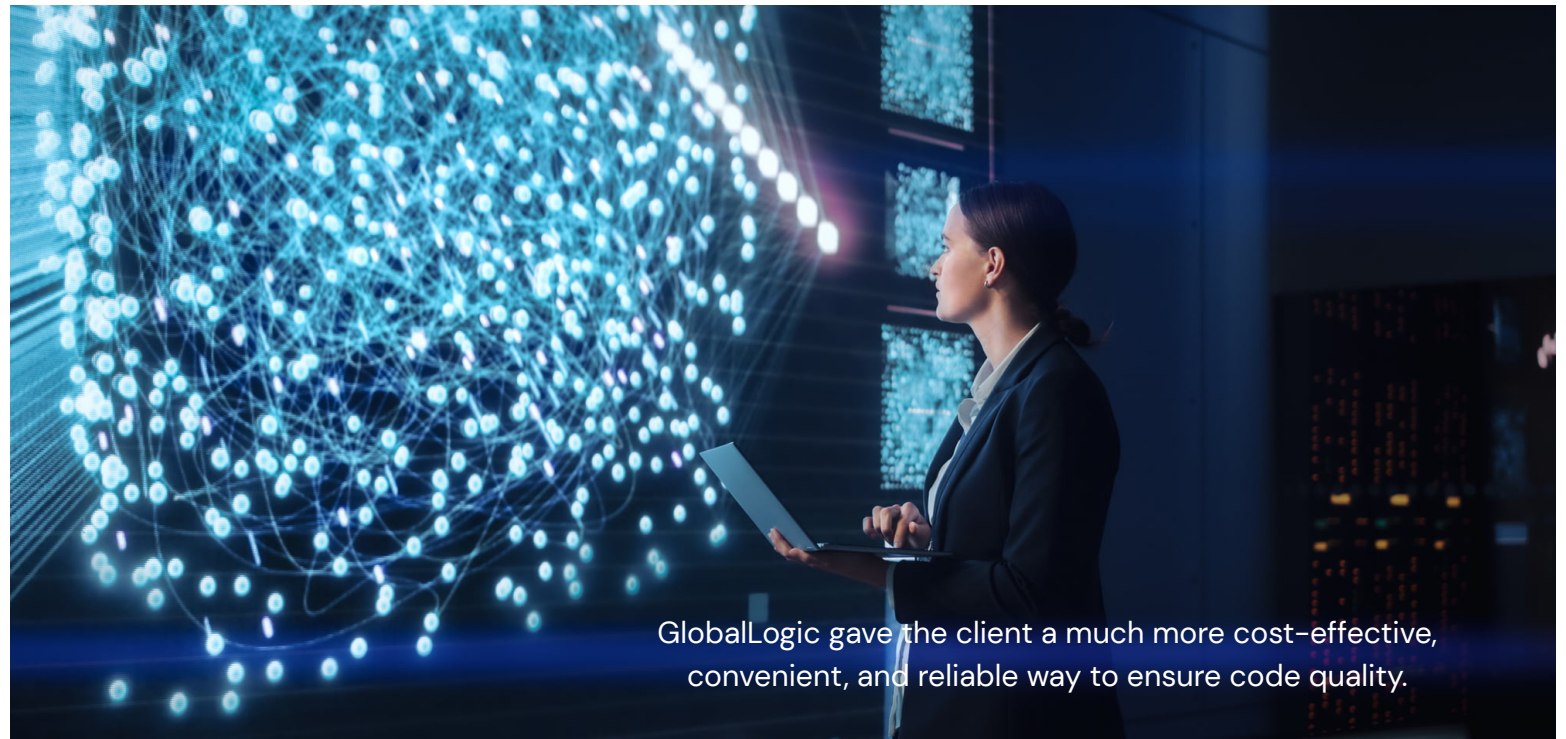
GlobalLogic gave the client a much more cost-effective, convenient, and reliable way to ensure code quality.

Benefits

The automated testing solutions GlobalLogic delivered constitute a much more cost-effective, convenient, and reliable way to ensure code quality.

This enabled the company to automatically ensure the quality of deployed code, with an effective way to verify deliverables during development/before deployment.

The integration of automated testing into the CI workflow significantly reduces the chances of functionality errors finding their way into deployments.

Client Scenario: Developing Platforms and Apps from Scratch

A global media and entertainment brand portfolio that creates and develops purpose-driven content to worldwide audiences had fully embraced an OTT strategy.

Their plan called for them to develop seven unique streaming TV applications for AVOD and SVOD products for five platforms and seven brands.

Their development challenges included the needs to:

- create applications for Android TV, Android Mobile, and Fire TV from scratch,

- and to heavily refactor and enhance the UI of Roku and tvOS applications.

Furthermore, the company set aggressive launch deadlines.

To achieve these goals the company sought to engage a technology partner that had the requisite skills and the scalability.

They chose GlobalLogic.

Our Approach

GlobalLogic developed and proposed a technical vision combined with a step-by-step plan for the development process to meet the client's needs.

For Android, GlobalLogic proposed to develop a base application (common code) with subsequent extensions for AVOD/SVOD and mobile.

GlobalLogic assumed responsibility for:

- the architecture design,
- development,
- analytics integration,
- testing,
- CI/CD pipeline improvement and setup,
- and release and certification.

For the Roku and tvOS platforms, GlobalLogic proposed:

- to help the company double the size of their existing teams,
- and to provide the company with development expertise.

Benefits

The company has found the work-in-progress partnership with GlobalLogic beneficial for several reasons.

GlobalLogic has enabled the company to quickly engage teams that specialize in media app development.

GlobalLogic provided the company both professional and niche technical advisory services.

GlobalLogic has provided professional advisory services such as proven best practices for launching apps on time.

It employs an Agile development process with frequent check-ins and verifications to ensure projects are on track.

GlobalLogic further provides professional and niche technical advisory services (e.g., optimizations, CI/CD improvements, and QA process improvements).

Client Scenario: Bringing Machine Learning to User Behavior Prediction

A n award-winning basic cable network and streaming service had turned its attention to the fast audience for its streaming services.

The company sought to bolster its user base to reduce its loss of active users, engage inactive users, and attract new users.

To that end, the company sought to evolve the capabilities of their user behavior prediction services.

They aimed to increase the service's effectiveness in terms of the user suggestion relevance.

However, this evolution of their service called for specialized skills they did not have readily available in house.

They needed a development partner, and chose GlobalLogic.

Our Approach

GlobalLogic brought data mining and machine learning to the challenge.

GlobalLogic and the company's business analytics team could create a system that used machine learning on the back end to understand the specific kind of content most likely to interest users with a specific profile.

To enable that, GlobalLogic analyzed data from a business perspective to identify key drivers in data and selected features.

GlobalLogic then implemented both the data mining and machine learning algorithms, enabling automated daily clusterization.

As part of the company's DevOps team, GlobalLogic conducted effective reduction functions for millions of user data rows. The solution would continuously refine its predictions using daily retraining of the models to keep the behavioral groups actual.

The solution predicts next page loading, makes suggestions to cache services, provides segmentation of users by behavior in real-time, and delivers effective user predictions that enable churn prevention.

Benefits

The company gained a data pipeline for efficient data engineering via machine learning algorithms.

Automated activities that previously took a long time in Excel are now done in an automated fashion with the data pipeline.

GlobalLogic created a data pipeline for efficient data engineering via machine learning algorithms.

Client Scenario: Enabling Content Ingestion and QA on a Global Scale

In its early days, a global video sharing and social media platform that would eventually reach two billion logged-in users per month needed help with its video sharing platform.

The company needed a highly scalable content ingestion and curation platform that would enable foundational capabilities such as content creation, content curation, and content analytics.

The company determined it needed the help of a content engineering service partner for its video sharing platform.

They turned to GlobalLogic, which assumed responsibility for quality control of the company's commercially produced featured content.

Our Approach

GlobalLogic's solution included making the content available for purchase as well as content review and inspection for A/V quality.

GlobalLogic also provided quality control of other content monetized via ads, rental, or purchase, reviewing title, video, metadata (such as description, release date, and credits), posters before allowing the content to go live, and allow-listing of TV shows and series.

GlobalLogic performed ingestion and format conversion of premium content from media, including hard drives and DVD, and provided content engineering specialists to identify spam in crowdsourced material comments.

GlobalLogic assumed complete responsibility for quality control of the company's commercially produced featured content.

Benefits

The company gained a platform with a wide range of content creation capabilities such as:

- auto-tagging and categorization

- extraction of specific attributes/ parameters of audio/ video/ images

- language translation (machine, machine-assisted, manual)

- and both manual and automated localization

The platform supports content analytics functions such as the creation of structured content from unstructured web content and the ability to evaluate content to ensure adherence to specified quality and relevancy requirements.

Client Scenario: Developing a SaaS Solution for Video Delivery Infrastructure

A worldwide leader in video delivery infrastructure for emerging television and video services had plans to develop a dedicated stream-processing SaaS solution.

The solution could operate on any hardware platform or data center, as well as over private or public clouds.

It would offer a wide range of features such as:

- global distribution
- live streaming and time-shift TV
- VOD and cloud DVR
- digital rights management
- playout,
- graphics and packaging

Based on the scope and scale of the solution, the company determined that it would need a digital services engineering partner and turned to GlobalLogic.
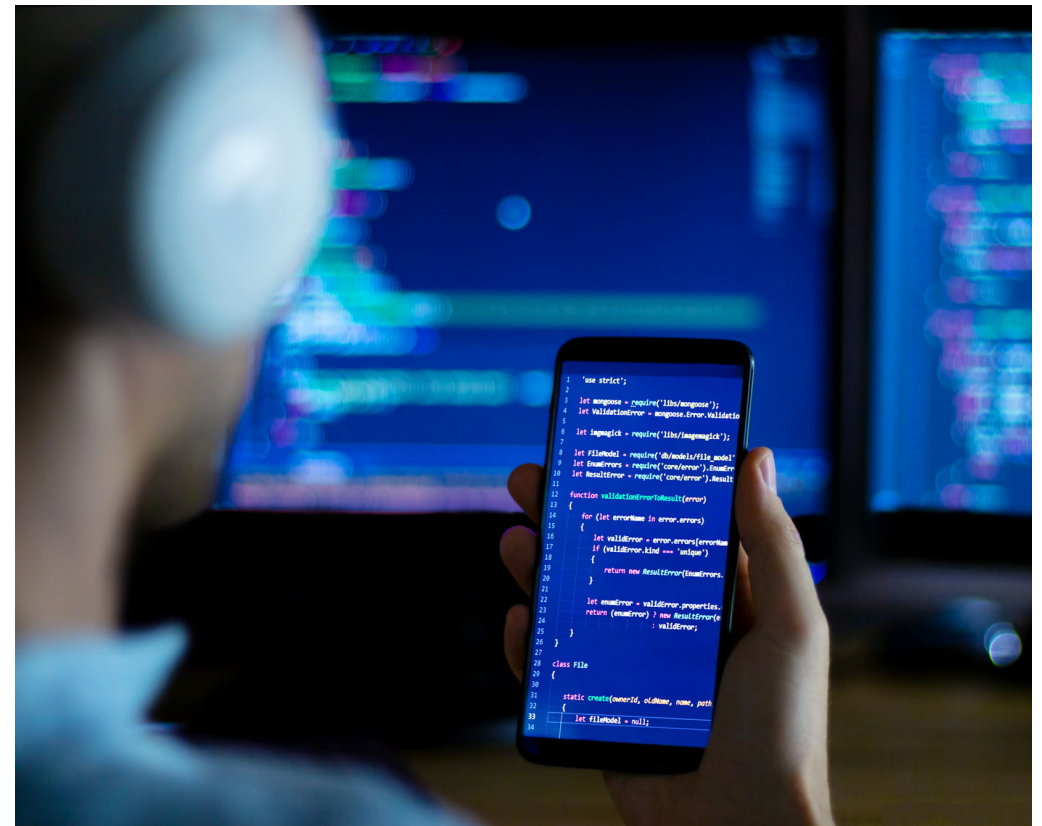
Our Approach

GlobalLogic engaged with the full lifecycle from requirements to production systems support.

With a dedicated engineering team on a continuous deployment system delivering 24/7 support, GlobalLogic provides local development and test automation managers for strategy definition, process changes in other locations, and supervising remote teams.

To enable scalable QA, GlobalLogic developed an automated test framework and added tests to the CI system.

GlobalLogic took up to 70% ownership in designated areas such as QA automation and UI development.

Benefits

GlobalLogic's engagement has resulted in high productivity and quality of services, prompting the company to let GlobalLogic take over up to 70% ownership in designated areas, such as QA automation and UI development.

With deep expertise in container orchestration stack, GlobalLogic helps the client in half of all their deployment activities.

GlobalLogic brings deep domain knowledge and high-quality services that let the client entrust us to oversee project delivery directly for the client's end customers.

GlobalLogic's development process aligns with SAFe methodology.

Conclusion

GlobalLogic partners with OTT players to deliver industry-leading expertise in a variety of tools, software languages, cloud environments, and infrastructure to seamlessly integrate and collaborate with our clients' in-house engineering capabilities. Our global team of experts have deep experience in the build, design, implementation, and testing of systems per agreed-upon product definitions and specifications.

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 & 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 has partnered with more than 50+ media clients executing 250+ projects, built 200+ OTT applications from scratch, and certified 10,000+ applications while managing the OTT stack through the product life cycle. GlobalLogic is your one-stop shop for media and OTT needs.

Let's Work Together

Get in touch

2,000+ media-specialized engineers

250+ projects executed

10,000+ applications certified

200+ OTT apps launched

Thank you for reading

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