

**Modernize and Optimize Your OTT
Platform for Steady Growth**



Summary

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OTT is poised for phenomenal growth, but OTT players face significant barriers for achieving it.

Success will require a vast scope and scale of expertise in diverse technical specializations.

As such, OTT players need a partner that has demonstrated not only end-to-end capabilities in OTT technologies but also the resources and global presence to provide support through international growth.

We work with many leading OTT businesses across the media value chain from studios to broadcasters, TV networks, and technology vendors, helping them develop amazing products and services that are scalable to support a global audience.

For over a decade, GlobalLogic has worked with various OTT players developing hundreds of streaming channels across all mainstream viewing platforms, back-end systems to support subscription and ad-supported VOD services, and cloud-native infrastructure.



GlobalLogic provides experience design and complex engineering to help OTT players develop highly engaging experiences across various viewing platforms.

In this solution guide, we explore the key areas where GlobalLogic can help OTT players:

- develop platforms and applications,
- leverage optimized advanced UX/UI design,
- automate and scale platform testing,
- apply data and analytics to optimize monetization,
- leverage scalable and robust cloud solutions,
- and develop end-to-end programmatic ad-tech solutions.

GlobalLogic holds that when you provide OTT viewers a **speedy, seamless, and intuitive user experience** across devices, it increases business value and **customer loyalty**.



We have seen time and again that when you can delight and retain customers, good things will follow.

Given the technical sophistication and global nature of today's environments, the best way to achieve that end is to

increase your creation potential and innovation by working with a knowledgeable, scalable, and trusted technology partner.

Shorten Time to Market for New Releases and Updates



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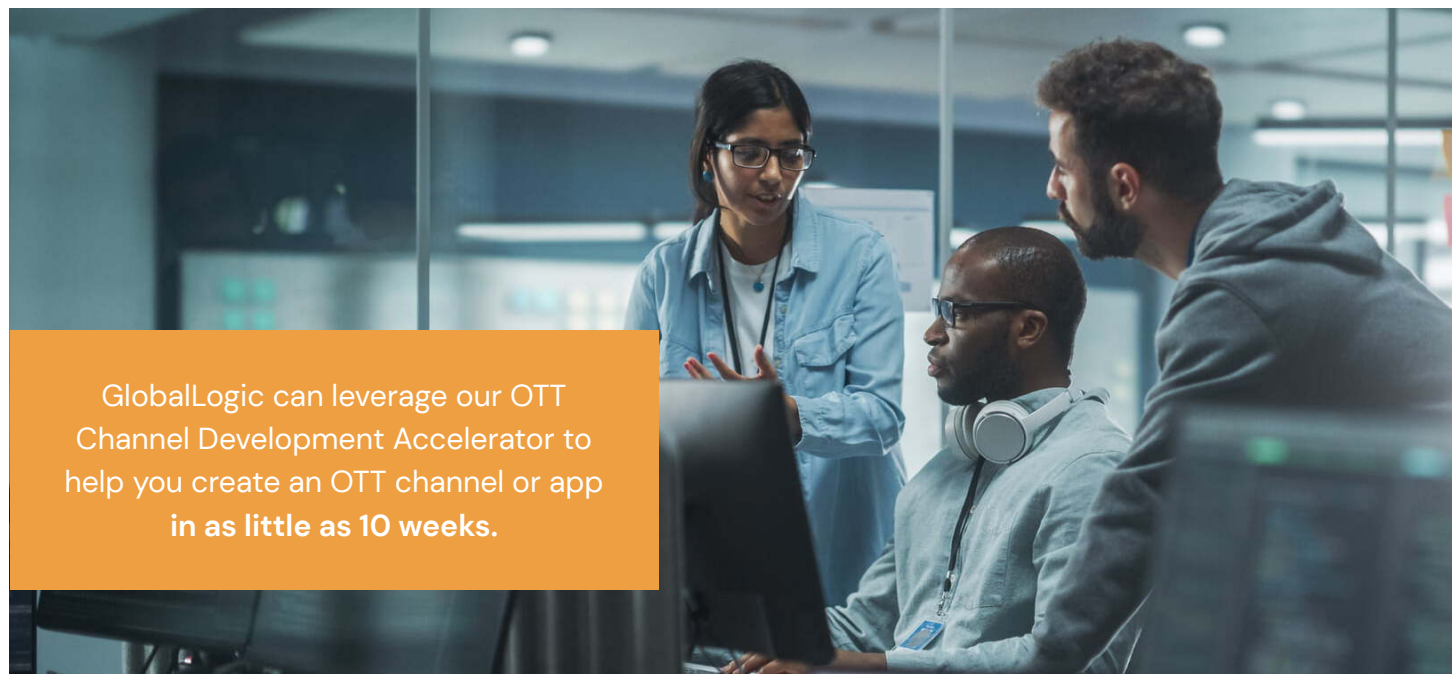
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apid and sustained growth in the over-the-top (OTT) media market has driven an explosion of content, devices, and platforms.

This has placed increased pressure on OTT businesses to frequently update platforms that offer innovative new features and can support multiple and varied devices and form factors globally.

But many OTT players grapple to keep pace with market demands and often cannot develop new or updated platforms in a short time span.

They lack the required technical skills or simply do not have the resources and processes in place to scale at velocity.



GlobalLogic can leverage our OTT Channel Development Accelerator to help you create an OTT channel or app in as little as 10 weeks.

How GlobalLogic Can Help

As a platform development partner, GlobalLogic enables OTT businesses to deliver new and updated platforms at a pace that keeps them ahead of the market.

We provide end-to-end engineering services backed by more than a decade of OTT platform development experience in media and entertainment.

We have served more than 45 customers, launched 200+ OTT apps, and have more than 2,500 apps certified.

Our industry expertise—in combination with our intellectual properties (IPs), accelerators, and [TestLabs](#)—can help OTT players design, develop, and deliver high-quality OTT products and services rapidly and cost-effectively.

Full Lifecycle Development Services for a Leading U.S. Media-Streaming Device Maker

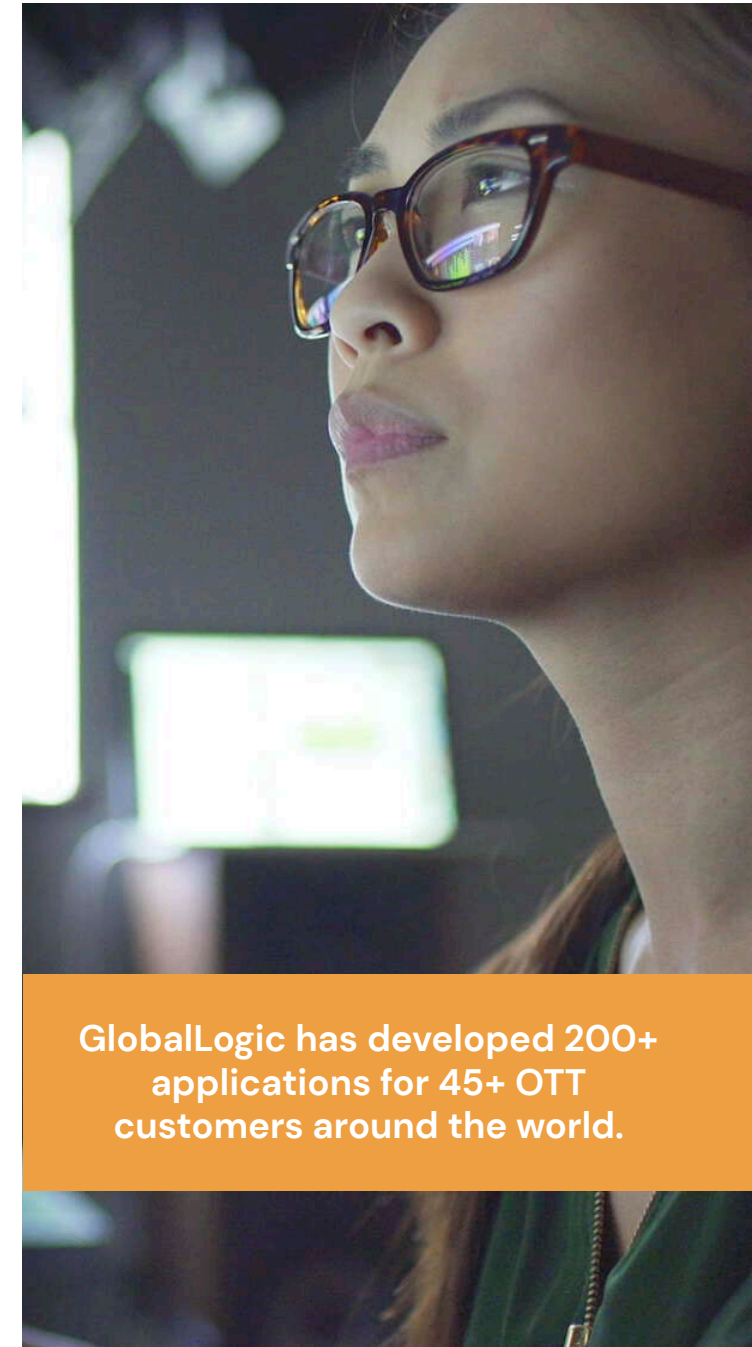
This customer, with more than 50 million monthly active users and billions of hours of streamed content, initially approached GlobalLogic for assistance in channel application testing on its platform.

Following the extraordinarily successful first project, our ongoing seven-year partnership has seen our customer expand the engagement leveraging our highly specialized end-to-end engineering and development skills and innovative R&D services through international launches in 12 countries.

Today, GlobalLogic operates dedicated, full-featured, distributed global labs for this customer as an officially recognized engineering partner covering full lifecycle

Our engineering services include solutions for:

- OTT multi-platform development
- OTT multi-application development
- Content discovery and recommendation systems
- Content monetization platforms
- Back-end services
- Billing and operations
- Subscription management



GlobalLogic has developed 200+ applications for 45+ OTT customers around the world.



**Elevate the Customer's Experience
with Advanced UI/UX**

Elevate Customer Experience with Advanced UI/UX

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hile content quality is paramount for OTT success, it is not enough to delight customers.

The digital format in which OTT players provide viewers with content on their platform can be just as important as the content they provide.

OTT players must be able to offer custom pages or screen layouts. Customers expect personalization based on a viewer profile and historical data, and on what similar customers have viewed. Even payment workflows should be specific to viewer habits and preferences.

Creating a great user experience (UX) and a pleasing, intuitive user interface (UI) is the difference between attracting subscribers and keeping them.

But few OTT players have the resources, expertise, and scalability to deliver a game-changing UX consistently and reliably.



How GlobalLogic Can Help

GlobalLogic helps clients deliver a rich, engaging UX that exceeds the expectations of even their most demanding customers.

GlobalLogic brings 10+ years of OTT UX/UI design and development experience and a deep pool of technical resources and expertise. Our dedicated experience design studio, Method, can collaborate with our clients to create entirely custom solutions for their unique service.

Depending on their needs, we can also guide clients through a rapid design path leveraging our OTT channel development accelerator's configurable UI/UX and features.

With our design accelerator, we can help our clients gather requirements, design, build, test, certify, and launch a standard OTT channel or application in as little as 10 weeks.

Live and On-Demand Streaming Sports Entertainment

When a sports entertainment business envisioned a global sports entertainment platform streaming both live and on-demand sports content, they turned to GlobalLogic for UX strategy and expertise.

Our Method team worked at speed to develop the full customer experience, from insights to brand to product design—all under strict deadlines due to licensing deals.

Launched in Japan and Germany in spring 2016, the company has since grown to serve markets in hundreds of countries and territories.

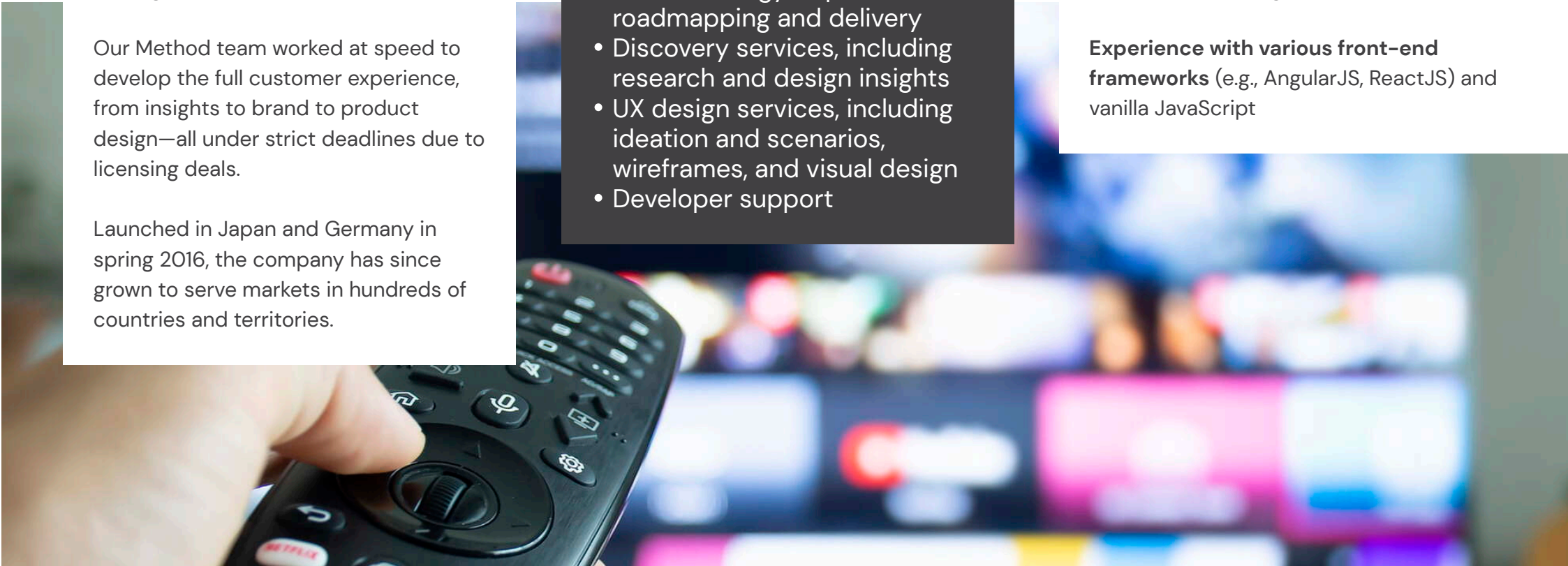
GlobalLogic offers:

- 500+ experienced design professionals
- Full lifecycle services from brand strategy to product roadmapping and delivery
- Discovery services, including research and design insights
- UX design services, including ideation and scenarios, wireframes, and visual design
- Developer support

Cross-platform UI applications development expertise (browsers, mobile devices, connected TVs, set-top devices)

Fully automated UI development, build process and testing

Experience with various front-end frameworks (e.g., AngularJS, ReactJS) and vanilla JavaScript





Improve Velocity and Quality of New Products and Features

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The proliferation of mobile devices and communication networks enables customers to consume OTT content anytime, anywhere, from any device. This necessitates compatibility testing with various operating systems and fine-tuning such as video processing and UI performance parameters, video transmission bandwidth requirements, video resolution support needs, and UI technologies.

Even OTT players with the technical prowess and resources to develop solutions are challenged to provide testing at the required scale. Processes are so complex that traditional manual testing methods are insufficient.

Many OTT players lack the staff and required tools to rapidly simulate test environments and orchestrate complex automated testing that would enable them to reduce time to market and manage costs as they continue to maintain exacting standards of quality.



Automate tests for OTT channels and apps on 3,000+ devices

OTT and smart TVs: Roku, Xfinity, tvOS, Amazon Fire TV, Android TV, Tizen, webOS

Game consoles: Xbox, PlayStation, Nintendo DS

Web/mobile: Android, iOS

[Explore the OTT Test Lab](#)



How GlobalLogic Can Help

GlobalLogic helps OTT players accelerate product and feature development and delivery by providing testing solutions at the scale their businesses need.

Through our **OTT TestLab Accelerator**, GlobalLogic manages a globally distributed inventory of 3,000+ devices to ensure that clients have access to a wide range of platforms, hardware, and operating systems. Our cloud-based server enables the accelerator to be installed anywhere, including on our client's site.

The Lab Manager component, deployed separately for each client, serves as the user interface for managing each unique TestLab.

The Device Manager component updates the list of test devices connected to the server, retrieves data about the devices, runs tests, manages and deploys applications on the devices.

It also gathers metrics relating to app performance and number of executed tests, among others.

Automated and Custom Testing at Scale for an OTT Device Maker

This customer, a household name in the U.S. that manufactures OTT streaming devices, reached out to GlobalLogic to perform manual firmware testing of the 35+ types of devices and 100+ integrated environments they were then bringing to market.

The complex firmware testing included different environments from routers and receivers to cables and other peripherals.

As the customer needs evolved, so did GlobalLogic solutions, developing into fully automated and semi-automated test scripts using a customized test framework.

Today, GlobalLogic provides certification of TV channels to be released with new devices and firmware and testing of new set-top boxes and TVs not yet released to the market.



Automating QA can deliver up to 80% savings in effort, depending on project state and details.



Optimize Monetization with Improved Targeting

The granularity with which an OTT player can target their audience is one advantage that makes advertising on OTT so compelling. The OTT direct-delivery model provides boundless opportunities for data gathering.

The better they are at transforming their data into actionable insights, the more successful they can be at targeting audiences and optimizing monetization.

Artificial intelligence (AI) and machine learning (ML), along with the related discipline of [data analytics](#), are critical to increasing video consumption and delivering high-value, targeted ads.

But to design and deploy sophisticated AI solutions and create complex analytics algorithms requires highly specialized skills that many OTT players lack.

Moreover, those AI and analytics professionals that are available will rarely have an advanced understanding of the OTT space, as well.

More than 80% of the TV shows people watch on Netflix are discovered through the platform's recommendation system.

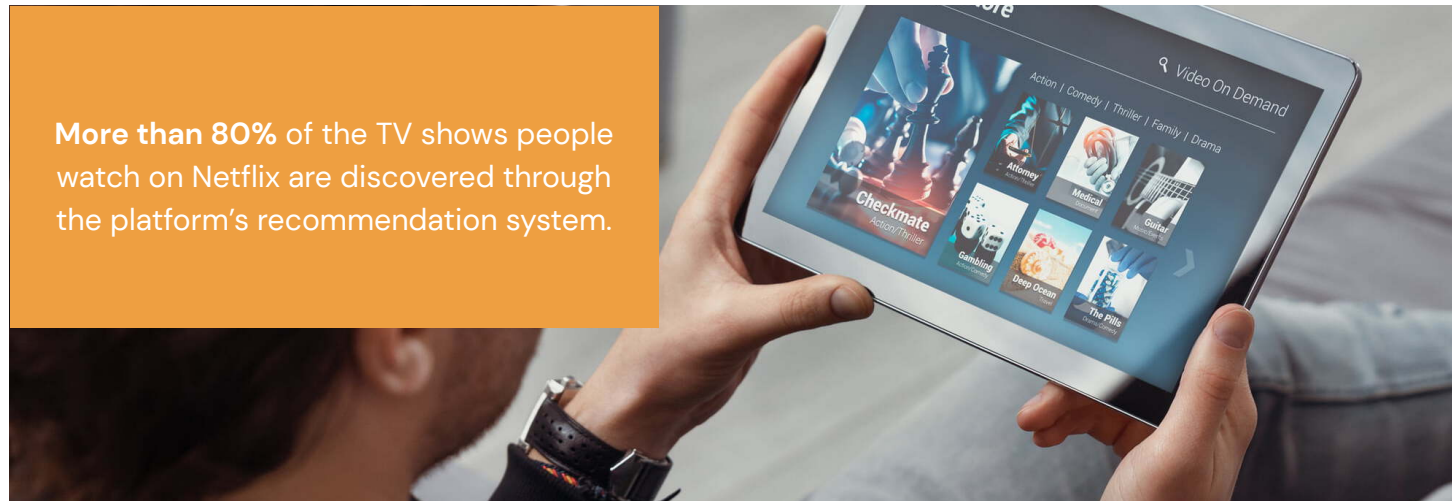
How GlobalLogic Can Help

GlobalLogic helps OTT players develop and master the technologies required to enable the supremely granular targeting that maximizes their OTT service's value.

GlobalLogic's end-to-end capabilities in content production, platform and app development, content delivery, cloud enablement, and ad-tech solutions uniquely position us to identify and act upon opportunities for data-driven insights across the entire OTT ecosystem.

Our extensive AI expertise and proven analytics methodologies, templates, and accelerators allows us to deliver a suite of OTT data services including:

- Data advisory and consulting
- Data analytics and AI/ML insight enablement
- Data governance and security
- Data monetization
- Data platform engineering
- Data workload modernization
- Modern data warehousing



Comprehensive Analytics and ML for a Sports Technology Vendor

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multinational sports data and tech solutions vendor had plans to expand with a broad range of products.

They turned to GlobalLogic to help them develop a product portfolio that included:

- betting platforms with responsive web front-end,
- a variety of OTT apps,
- a sports-related content management system (CMS),
- and fan engagement websites.

GlobalLogic combined these properties in a data stream processing pipeline of core sporting events the customer could use to train ML models for real-time sport video analysis.



Improve Reliability and Scalability of OTT Platforms



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s OTT players grow, they can find an increasing need for OTT and video on-demand (VOD) media platforms capable of significant scaling.

Often, they need platforms that can accommodate essentially any number of views per day and host any number of concurrent streams.

Cloud streaming infrastructure can offer this level of flexibility with improved service continuity and a better quality of experience for viewers. This has many businesses seeking to shift to OTT cloud video streaming solutions.

But building and maintaining a robust cloud infrastructure calls for deep technical knowledge of tools and services offered by the cloud service provider.

It also requires the ability to effectively monitor and manage the orchestration, including forecast and capacity planning, policy administration, compliance, security, consumption, and billing.



GlobalLogic assisted in the development of a big data recommendation engine capable of processing **350 million events** per day with a data import time of **just 15 minutes**.

How GlobalLogic Can Help

GlobalLogic can help OTT players harness the full potential of cloud computing to provide the reliability and scalability they need to grow their business.

Our deep portfolio of cloud and DevOps services allows us to deliver solutions ranging from legacy migration to native-cloud development to cloud-agnostic development, as well as offer cloud maintenance and cost optimization services.

GlobalLogic can create CI/CD infrastructure, release flows, perform cloud cost optimization, or provide refactoring and optimization of their current codebase.

GlobalLogic has an advanced level of partnerships with all large hyperscalers and can build custom solutions for OTT players with an eye on their specific requirements.

A Next-Generation Cloud Media Services Platform

A provider of software for creating, managing, storing, distributing, and monetizing media content envisioned a cloud platform that would enable artist collaboration as well as asset protection, distribution, and consumption.

They needed a platform that would ensure that content created within the platform had the required characteristics for cloud architecture no matter the type of deployment ultimately chosen.

As development of the new platform started from scratch, GlobalLogic rapidly scaled and formed 12 Scrum teams.

All client products since have been integrated into the new platform, enabling the customer to achieve faster time to market along with millions





Optimize Revenue and Monetize Services

Evolutions in advertising technology enable a range of innovations, such as the spread of a hyper-personalized UX. Innovative technologies in video ad platforms and real-time bidding systems enable OTT players to deliver more granularly targeted ads dynamically.

But to get those benefits, they need a robust server-side data analytics pipeline fed in-depth client-side consumption, behavior, and preference analytics. Many OTT businesses lack the data scientists and other professionals needed to develop the complex analytics to turn the data into actionable information.

How GlobalLogic Can Help

GlobalLogic combines OTT domain knowledge and the data science expertise that OTT providers need to optimize their revenue and effectively monetize the services they deliver.



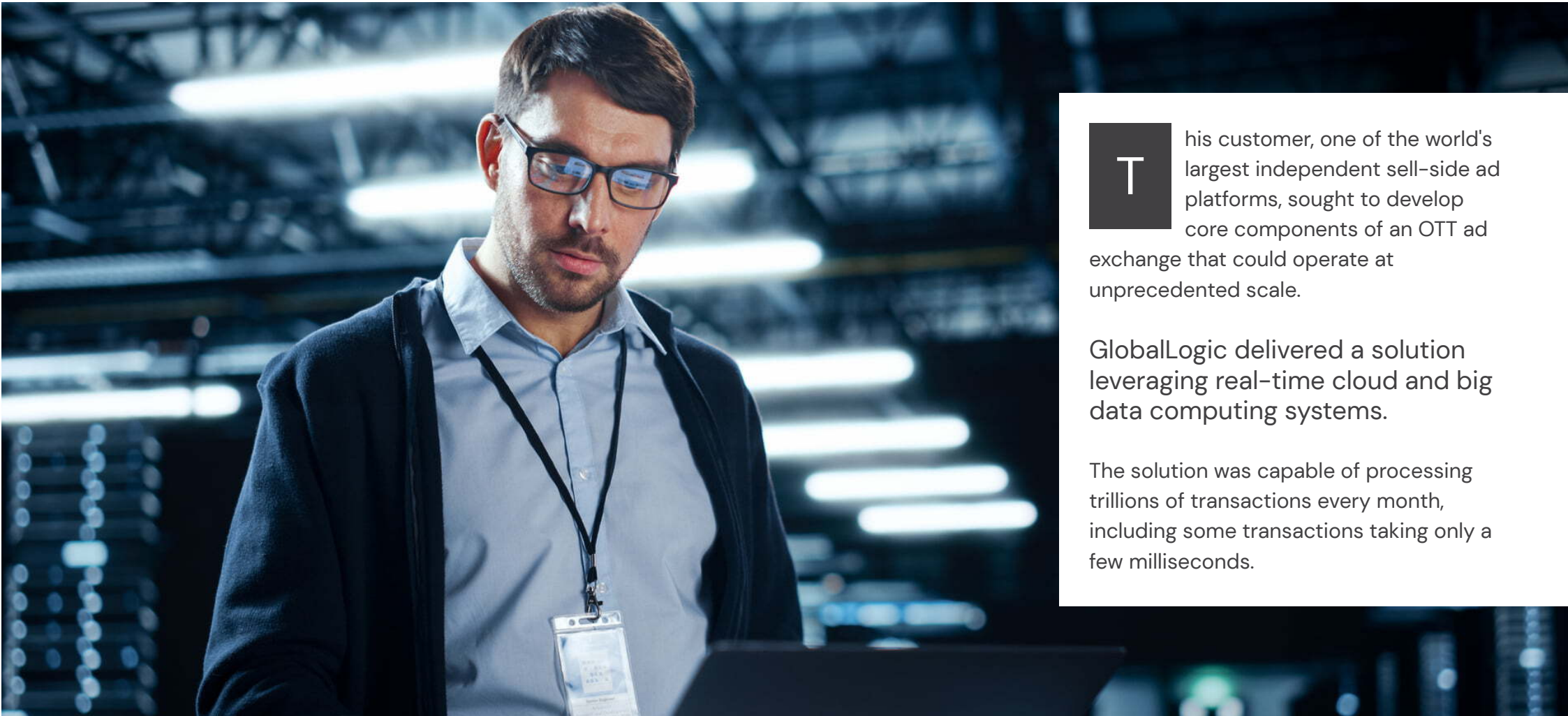
We have a proven track record of solid experience building end-to-end programmatic ad-tech solutions, including designing and implementing ad insertion solutions.

We create both real-time bidding systems and demand-side platforms covering display, rich media, mobile, and video advertising. Our established, long-standing engineering partnerships with market-leading ad-tech companies have led to our ongoing role as an integral part of our client's development teams.

- Analysis and advisory
- Architecture design and review
- Solution engineering
- Optimization and cost efficiency
- Manual and automation testing
- DevOps and ongoing support

GlobalLogic helped a leading U.S. streaming service achieve a **10% improvement** in advertising sales.

A Cloud-Based Big Data Solution for a Sell-Side Platform Provider



This customer, one of the world's largest independent sell-side ad platforms, sought to develop core components of an OTT ad exchange that could operate at unprecedented scale.

GlobalLogic delivered a solution leveraging real-time cloud and big data computing systems.

The solution was capable of processing trillions of transactions every month, including some transactions taking only a few milliseconds.

Conclusion

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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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