

# Seamless foray into the pureplay OTT

CUSTOMER BASE

1 Mn+

OTTs

30+



Customer

One of India's leading content distribution platform providing Pay TV and OTT services.



India

OTT  
Cable TV



## Challenges & Needs

- Innovative and Profitable Bundling: Create attractive product bundles for OTT and aggregated content from leading providers like Netflix, Amazon Prime, and Disney+ Hotstar.
- Freemium Model Launch: Develop and roll out a freemium mobile app accessible to all smartphone users across India.
- Accelerated Time-to-Market: Reduce launch timelines to quickly capture market opportunities and drive revenue growth.



## Solution

- Comviva offered a single stack, unified end-to-end solution to launch the client's OTT platform in a rapid, flexible and scalable manner. This would ensure a quick go-to-market strategy with an industry-proven and time-tested solution stack.
- The deployment was carried out by Comviva on the AWS cloud..
- Based on a modular architecture with minimal customization.



**#1 Player** with **33% market share** in India's DTH (Direct-To-Home) industry space.

**First Indian DTH operator** to offer **4K set-top boxes** to its consumers, in **2015**.

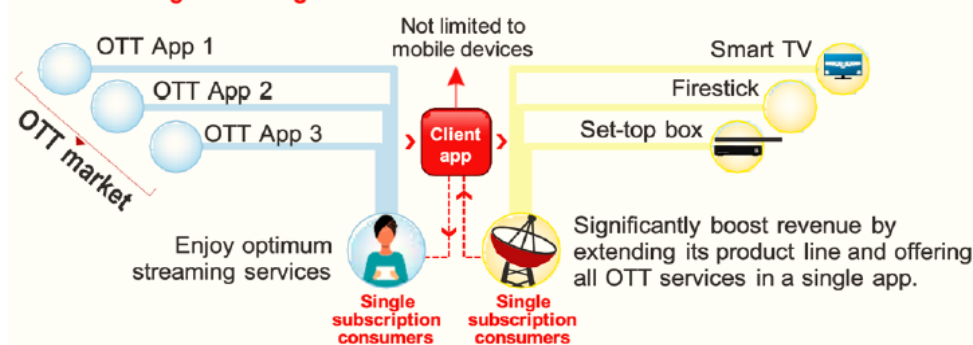
Currently offers **601 channels:**

- ✓ 495 SD channels
- ✓ 99 HD channels
- ✓ Plus many other active services.



Impact

Would be a game-changer for Indian consumers



## Benefits

- **IT Opex reduced by 80%** due to savings in software licensing fees.
- **Truly SAAS platform** along with auto scale-in and scale-out.
- **High Availability deployment** across two availability zones.