



Let's Solve



A Larsen & Toubro  
Group Company



# Media & Entertainment

The Media & Entertainment services industry is going through radical changes globally, with evolving and disruptive business models, and increasing competition emerging from within and outside the industry. The dynamics are changing towards customized content consumption and viewing experiences. In these times, when uncertainty has become a part of strategic and tactical decisions, LTI can be your partner during the ongoing transformation in the industry. We understand the business, and can help you meet the challenges and opportunities for best business outcomes.

## Industry Expertise

Broadcast & OTT

Market Research & Advertising

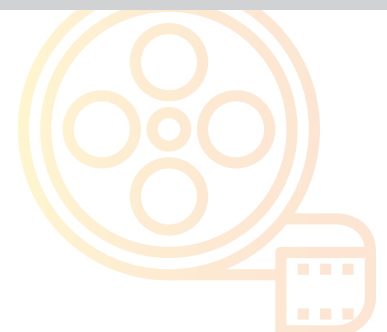
Filmed Entertainment

Information Services

Music

Gaming

Print & Publishing



## Service Offerings



### Content Supply Chain Services

Content planning, consumer products & merchandizing, digital & media asset management, scheduling, affiliates management, rights management, real-time dynamic pricing engines, cognitive- driven workflows, refactoring applications to cloud native microservices, software based on-air graphics rendering.



### Global Content Distribution

Secure Reliable Transport Management, OTT & Publishing.



### Analytics & Information Management

Ad Sales analytics, consumer 360 analytics, fan model analytics, big data, content analytics, audience viewership, forecasting & planning, social analytics, retail analytics, OTT analytics.



### Managed Services – LTI MediaLab

Native cloud, home streaming device and SmartTV OS testing and analytics, innovation lab, content storage cost optimization using content-aware deduplication; content identification using ML similarity and signature analysis.



### Digital Services

Digital content management, digital transformation consulting, business process digitization, canvas engineering, user experience design & transformation, digital workplace, mobility, development on wearables and AR/ VR/ MR, IOT services and Consulting, Mosaic AI, Cognitive service desk, robotic process & cognitive automation.



## Gaming

Real-time In-game analytics, Real-time enemy surveillance, audience segment analytics, linear and non-linear game program scheduling, advertising scheduling, customer journey, affiliate management & distribution, eSports live event platforms.



## Application Development & Integration Services

Application development & maintenance, cloud integration, API management & microservices, re-engineering/modernization, digitization, migration, enterprise integration.



## Business Assurance Services

Content testing, mobility testing, testing-as-a-service, Digital Customer Experience (DiCE), data privacy assurance, platform assurance & test orchestration, enterprise testing, data assurance, delivery assurance, digital assurance, business & product assurance, core & specialized testing.



## Cloud, Security & Infrastructure Management

Cloud enablement, cloud platform building, content migration, multi-cloud, DevOps platform & transformation, ServiceNow, Enterprise IT infrastructure services.



## Consulting Services

Data Privacy – CCPA, organizational Change Management, next-generation workplace, design studio, experience design, innovation by design, blockchain.



## Cyber Defense Resiliency Service

Cyber threat defence, advanced threat & vulnerability management, identity governance & access management, digital security, cloud security.



Let's Solve



A Larsen & Toubro  
Group Company

## Solution Offerings

### Fan-model based OTT Micro-personalization

---

A cutting-edge and path-breaking solution that drives this much needed highly differentiated engagement and experience for OTT consumers, helping media companies maximize monetization with higher conversions and retentions.

### LTI MediaLab Remote Test Automation

---

An end-to-end codeless scalable testing service to test streaming devices and Smart TV OSes video and applications, resulting 35-45% test cycle-time reduction and faster time-to-market, 30-50% cost reduction through automation, and enhanced customer satisfaction.

### Content Aware Deduplication

---

A SaaS-native cloud content storage cost optimization platform to deduplicate content and intelligently route content to storage tiers, resulting saving big on content storage and maintenance costs.

### Multi-cloud CI/CD

---

This solution helps create resilient architectures and avoid vendor lock-in/price protection by enabling them to move to Infrastructure-as-a-Code.

### Automated Content Tagging

---

This solution enables video publishers achieve amplified viewer engagement and higher content monetization by embedding intelligence around content leveraging Artificial Intelligence.

## Success Stories



Redesigned and modernized program scheduling platform for a global M&E company to help achieve parity and competitiveness with the industry.



Leading media company improves cost of operations by 50% through operational transformation, using our IP solution LTI Mosaic AIOps, that leverages Automation and AI.

LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 400 clients succeed in a converging world. With operations in 31 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000 LTIites enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Ltinfotech.com> or follow us at @LTI\_Global.