



Celebrating 20 Years

# Media & Entertainment



A Larsen & Toubro  
Group Company



Media & Entertainment Industry is going through a sea change 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, especially for consumers who see themselves as digital natives. In these testing times, when uncertainty has become a part of strategic and tactical decisions, LTI can be your partner through the ongoing massive transformation in the industry. We understand the business and can help you leverage the challenges and opportunities for best business outcomes.

## Domain Expertise



Broadcasting



Music



Marketing, Market  
Research & Advertising



Filmed  
Entertainment



Print &  
Publishing



Information  
Services

## Service Offerings

**Digital Services:** Digital Transformation Consulting, Business Process Digitization, UX Transformation, Cloud Enablement, Smart Devices & Channels

**Smart Devices & IoT:** Roadmap Consulting, Application Development, Testing, Porting & Support, User Experience Enhancement

**Analytics & Information Management:** BI Strategy & Consulting, Implementation & Support, Big Data, Consumer Analytics, Content Analytics, Social Analytics

**Quality Assurance Services:** Test Strategy Consulting, Digital Testing, Core & Specialized Testing, Content Testing, Mobility Testing, Testing-as-a-Service

**ADM & Production Support Services:** Application Development, Maintenance, Migration & Porting, Re-engineering/Modernization, SLA-driven Support, Automation & Robotics

**Enterprise Integration & ERP:** Consulting, Designing, Implementation & Roll-out, Upgrade, Maintenance & Support

**Infrastructure Management:** 24\*7 Helpdesk Support, Change Management, Server Monitoring, Cloud Migration, DevOps





# Solution Offerings

## Smart Media Controller

- State-of-the-art, multi-screen solution, which is based on Adaptive Bit Rate (ABR) Technology. It is scalable and plug-in ready, aptly suitable for small level (Home / Auto Entertainment) or medium level (Content Broadcasters and Video Aggregators) multiscreen deployments.

## Digital Asset Management (DAM) & Content Delivery Management (CDM)

- DAM – Open-source-based Framework manages Digital assets and Metadata efficiently
- CDM – Fast & Secure file transfer platform to exchange Digital content

## AdWiser SliceCreate

- Flexible Digital Video Asset Metadata creation workflow, based on time slices. This MEAN Stack-based Open-source framework can be interfaced with online ad management solutions. Multilingual and keyword search is enabled.

## Digital Transformation Audit - DTA

- Framework to analyze and evaluate Digital properties such as, website performance on various parameters - Content Surfacing, Multichannel responsiveness, compatibility, Content Sharing & Delivery and Performance.

## Scriptor™

- A mobile-based script review and feedback sharing tool, involving a completely paperless and secured workflow process. It enables quick-access and secured editing of movie scripts, and annotation of scripts.

## Congruence

- Second-screen application for enhanced user experience by leveraging Automatic Content Recognition. This solution provides multi-device experience to facilitate increased audience engagement.

## Awards & Recognitions



LTI rated amongst leading players in Zinnov Zones 2016 Media & Technology, across Entertainment, Broadcasting and Publishing Segments





## Our Global Presence



**27** Countries

**51** Fortune  
500 clients

**250** Active  
clients

**20,000+** Employees

LTI (NSE: LTI) is a global technology consulting and digital solutions company helping more than 250 clients succeed in a converging world. With operations in 27 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 20 years ago as the information technology division of the Larsen & Toubro group, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 20,000 LTItes 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 [www.Lntinfotech.com](http://www.Lntinfotech.com) or follow us at [@LTI\\_Global](https://twitter.com/LTI_Global)

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