



Let's Solve

Case Study

Improved TAT & Asset Management
Across Content Delivery Platforms for
Leading Media Company



A Larsen & Toubro
Group Company

Client

The client is a leading Media Company having both TV and digital business lines.

Challenges

- Increase revenue across content delivery platforms, with higher benefit per dollar of marketing spend.
- Creation/ purchase/ schedule of compelling content for customers.
- Increase operational efficiency through better asset management.
- Lack of unified platform for collecting and analyzing data.

LTI Solution

- Discovery & assessment to understand system/business landscape for creation of relevant KPIs and identification of quick-win solutions.
- Implementation of Data Lake (Structured & Unstructured data) integrating disparate systems.
- Enabling advanced BI capabilities across
 - **Viewership:** channel and program level viewership trends and drivers
 - **Ad Sales:** channel performance and one-stop view on key advertisers
 - **OTT:** users' engagement across different content types
- A transformation program bringing big data, advanced analytics, and Cortana intelligence capabilities in the organization.

Business Benefits Delivered

- 70% Reduction in TAT for viewership reporting
- Optimization of content and advertisement placement

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