

HCL

ED_{NX}: OTT-based video learning platform

Accelerated and flexible
learning for students



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HCL's ED_{NX}

HCL's ED_{NX} solution is an OTT-based video streaming solution for improved learning opportunities covering different facets of student life across multiple touch points. This OTT solution offers continued learning at a self-directed pace with the help of personalized content recommendations. The OTT platform helps students connect to subject matter experts as well as live streaming of faculty lectures on a one-on-one basis. The OTT solution offers an industry connect portal to help students gain exposure through insights from experts and alumni. It also helps analyze and predict the student engagement index based on content consumption, time spent, activities completed, and study patterns.

The OTT solution can be used across revenue models: **SVOD/TVOD/AVOD**



Need

In the digital age, where learners are moving towards digital courses there is a need for advanced technological OTT platform which can facilitate flexible, multimode learning along with personalization to enhance student outcome.

The increased cost of textbooks and the flipped classroom approach has led to the necessity of leveraging next-gen OTT streaming to provide a learning experience to students beyond in-class teaching.

Features

The OTT video streaming solution has the following key features:



It facilitates live faculty sessions to enable distant learning. It also allows students to take notes and tag teachers on queries via text/ audio. The platform offers an industry connect portal for career guidance and industry-related updates.



It houses a smart repository for learning videos, animated learning content, and subject-wise recorded faculty lectures processed with AI/ML-enabled metadata to ensure rich and easily searchable content.



The solution caters to content recommendations to ensure continued learning and student engagement. These recommendations are based on intrinsic factors such as content consumption pattern and extrinsic factors such as upcoming literary events.



It determines the student engagement index based on study patterns, courses completed, timely assignment submissions, and the number of attended webinars.

Revenue models

The solution enables multi-format revenue models depending on business needs and flexibly integrates the customer with the current landscape:



SVOD - A subscription-based model allows students to subscribe to educational reference material without any interruption. It also works as a relatively secured revenue stream for universities.



AVOD - An ad-based revenue model permits educational institutions and publishers to distribute open-source content to students at no cost. AVOD helps them to balance the revenue stream from advertisements to accommodate free access to materials.



TVOD - A transaction-based model offers universities to allow access to global webinars or specialized courses on a pay-per-use basis.

For more details contact: cs_marketing@hcl.com



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