HCL

A SEAMLESS GLOBAL VIDEO NETWORK FOR CONTENT PROVIDERS AND DISTRIBUTORS

HCL's Global Video Distribution Services

INTRODUCTION

Broadcast programming is no longer the only game in town, and for as little as USD 291, consumers can turn any TV into an Internet-connected entertainment engine, streaming any number of shows, movies, apps, games, and more on demand.

Traditional TV, a gargantuan USD 70 billion industry, finally appears to be on the cusp of its digital transformation, with OTT leading the way—outpacing even the high-growth mobile video category. The number of cable-less households is growing consistently at 30% every year, as older customers cut the cord and younger audiences opt out of the cable bundle altogether. Roughly two-thirds of U.S consumers, or 193 million people, now use an OTT device every month.

2019 will witness an explosion of big screen viewing and players experimenting with artificial intelligence and machine learning in media services. Advertisers and OTT platforms are equally excited about what lies ahead as the space spells exciting opportunities and accelerated growth for them.

INDUSTRY TRENDS/CHALLENGES

- There is a need for service expansion and bundling as the OTT market has become fragmented with different companies providing different niche services around similar global distribution systems for content.

- . High demand for personalized as well as localized content; APAC is the biggest opportunity and at the same time the most difficult because of multiple local language requirements.

- . With the increase in the level of competition and global distribution services being offered, product companies need to bring in their professional services expertise to tap into new growth opportunities and drive efficiency.

- . NLP and voice recognition capabilities have made inroads and have become an expected feature. Voice, which was once thought as limited to high-end products like Google Home and Alexa, could transcend demographics and reach areas through global video distribution platforms which were, until now, media-dark.

- AI and ML will become the backbone for the modern OTT ecosystem. Companies that have limited vision and capabilities in operation automation may go out of favor due to the high cost of media services.

- . High convergence in digital video distribution using advanced data analytics will lead to providers investing more to understand the correlation of viewership with consumer purchasing behavior. This can assist them in creating effective ad campaign strategies.
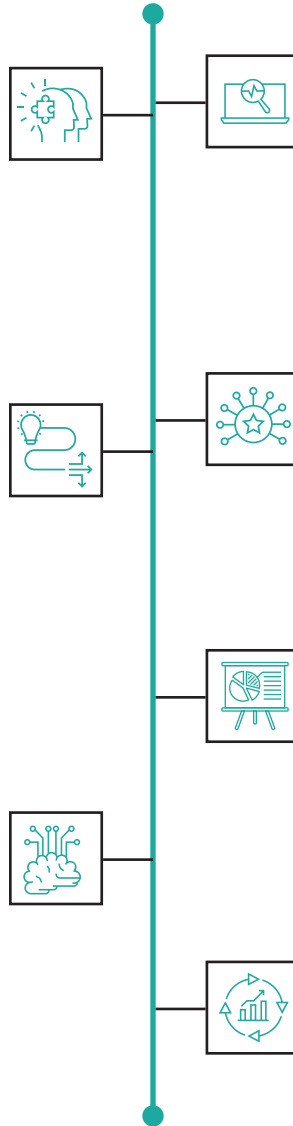
HCL SERVICES

- **Content Ingestion, Metadata Creation, and QC Checks** - HCL provides source-agnostic, cloud-based ingestion services to convert video into house formats for quality checks and processing. We provide video editing, cleansing, and automated technical QC of video content using our propriety eDat tool which can run parallel QC sessions in case of high-volume video assets.

- **Live Event Ingestion and Support** - Online support 24x7 by the Live Ops team using Slack Channel; live event schedule monitoring at each component level (CMS, Teradek, Elemental, end user device/app) along the workflow; health monitoring of various components in the live events workflow by TechOps.

- **Localization** - HCL offers media services per your geographic requirements and provides localization for metadata translation, subtitle translation, local language helpdesk and customer care, local language campaigns and social media engagement, among others. We also enable local data storage of subscribers for regulatory compliance and content moderation for local/ geographical compliance, all by leveraging its partnerships with local players.

- **Managed Service Network Support** – Platform monitoring and support services imbibe HCL's zero incident culture to ensure 99.99% uptime and zero disruption in the content value chain. Our business flow monitoring tool, iControl proactively detects the problem hotspots in the upstream chain of MAM (Media Asset Management). This avoids potential high-priority incidents in the downstream distribution chain, which brings in 5-7% of business savings.

- **Ad Ops** – HCL's global "AdOps" model to provide server-side ad insertion with integration of over 70 ad exchanges; campaign management, ECPM optimization, and fill rate improvement.

- **Analytics and Reporting Service** – HCL provides business and operational insights through custom reports deployed as a self-service reporting and dashboard portal. We integrate with audience data providers like Nielsen and BARB in the broadcasting space and DMPs like Adobe, Lotame, and LiveRamp in the OTT space for 360-degree audience segmentation and reporting.

- **Transcoding Services** - HCL's transcoding and media processing services provide video transcoding functions through APIs that can be customized and incorporated into your existing content management systems. We support a wide range of media and entertainment clients, leveraging their solutions and framework in the content value chain with industry partners such as AWS, Microsoft Azure, and Google Cloud.

- **End-to-end OTT Platform** – Our cloud-native, microservices-based OTT platform can be launched in a time span of four to six weeks at a global rollout scale. HCL offers a unique revenue sharing model with no cost to the operator. It monetizes subscribers via ads and shares revenue with the operator.

HCL ADVANTAGES

Domain Expertise: Our in-depth knowledge of the media and entertainment industry across the media value chain, combined with our agile development methodologies, enables us to provide IT and business solutions that drive innovation and efficiency.

Global Video Business Unit: HCL Digital video offers clients 360° digital video capabilities. HCL's video solution is also backed by a network of digital video centers strategically located across the globe. These hubs that form our global distribution system support client projects from start to finish— including design, testing, and market launch, with 24X7 operations.

Video and OTT Platform: A modular, cloud-enabled, and turnkey end-to-end video asset delivery platform that enables the key capabilities of digital video business, from user experience to content management, monetization, and operations.

Media Lab: Our Media Lab with a DevOps approach focuses on delivering services for the latest OTT market trends, which helps business, development, and operations stakeholders together, helping to streamline IT delivery.

Multi-device Applications: Our video solution comes with a reference user interface design that self-adapts to consumer behavior to maximize customer engagement, with over 200 features available off the shelf.

Big Data Analytics : A next -generation big data analytics engine analyzes customer behavior and segment users, enabling our clients to anticipate their consumer needs or react in real time with the next best action, delivering ahead of the curve.

Cost Advantages: Can be fully deployed in public or private clouds, as well as on-site, giving it the flexibility to suit diverse infrastructure setups.

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Relationship ™
BEYOND THE CONTRACT

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