



nagarro

Media: Past, Present, and What's Next



**Media is as old
as the first men.**



**It has always been a means
of expression, and communication.**

**As time passes,
it keeps evolving.**

**Making it more
instantaneous and
telling better stories.**





**And even
that changes**

**As we harnessed technology,
interactivity became key.
And we began to have even
more fun!**



What's Next?



Production



Nagarro is transforming media production with intelligent orchestration and connected workflows across the content lifecycle.



Our AI accelerators connect creativity, production, and localization to accelerate content innovation and time-to-market.

A Bunny Girl for a new era: Paul Frank's iconic character gets a 3D makeover

Nagarro brought a beloved character into the modern era with a vibrant 3D makeover. Inspired by virtual influencers, the team reimagined Bunny Girl with a fresh, dynamic look while preserving the brand's playful essence. The updated design seamlessly integrated into new merchandise, earning praise for its creativity and perfect blend of nostalgia and contemporary style.

[Read more](#)



Whimsical designs: A fresh take on brand identity

Nagarro helped a children's oral health brand enhance its identity with playful and engaging designs. The team created vibrant illustrations, a refreshed logo, and a whimsical Tooth Fairy Kit, seamlessly bringing the brand to life. The kit went on to earn recognition as an award-winning educational toy.

[Read more](#)

How AI will be the catalyst in the media value chain

Artificial intelligence has become the catalyst in the media and entertainment sector, enabling the industry to satisfy the ever-changing viewer demands. Companies that don't prioritize harnessing the power of AI run the risk of getting left behind.

[Read more](#)



Metaverse: Redefining the future of Media and Entertainment

Whether it's the K-Pop band that won an award, or an announcement by Walt Disney's CEO to build a theme park around the concept, there's no escaping the internet's favorite buzzword: the 'Metaverse.'

[Read more](#)

Distribution

Nagarro brings Agentic AI to content distribution, enabling workflows that intelligently coordinate how media is enriched, validated, and delivered.

Connected agents across metadata, quality, and transcoding accelerate content readiness and seamless delivery across different platforms.

Improved content management with intelligent tagging

Nagarro built a platform using AI/ML to generate custom and cloud-based tags at video, scene, and frame levels for a European mass media company. These tags could be used to index and search videos intelligently at different levels. The solution led to faster and easier content searching and indexing, along with reduced editing, insertion, and moderation time.

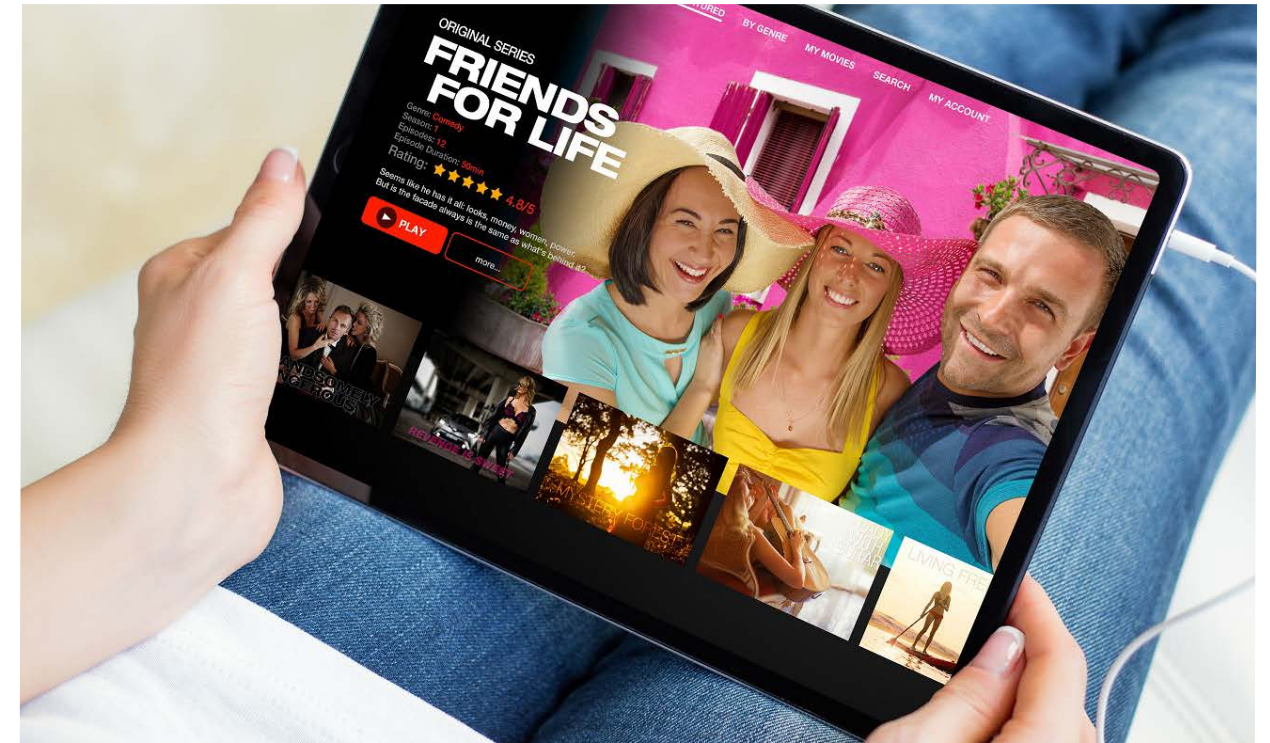
[Read more](#)



Another Notable Success

Nagarro helped Notable.live with its platform-agnostic end-to-end application testing solution enabling more efficient and optimal performance testing.

[Read more](#)



The next enterprise AI inflection: Agentic & multimodal intelligence

Discover how agentic and multimodal AI is transforming enterprises with systems that see, decide, and act autonomously, driving impactful results.

[Read more](#)





Securing content across devices and platforms

Learn how Multi-DRM secures OTT streaming across devices, prevents piracy, and enables scalable, reliable content delivery for modern streaming platforms.

[Read more](#)

Feed Generator System for a leading public broadcaster

The client is a European broadcasting corporation that provides public broadcasting services and shares content via media RSS feeds through different partners, including Apple TV, Google TV, and Amazon Fire Stick. Nagarro designed an automated solution to replace their legacy content distribution system and generate quality feeds regularly without manual intervention.

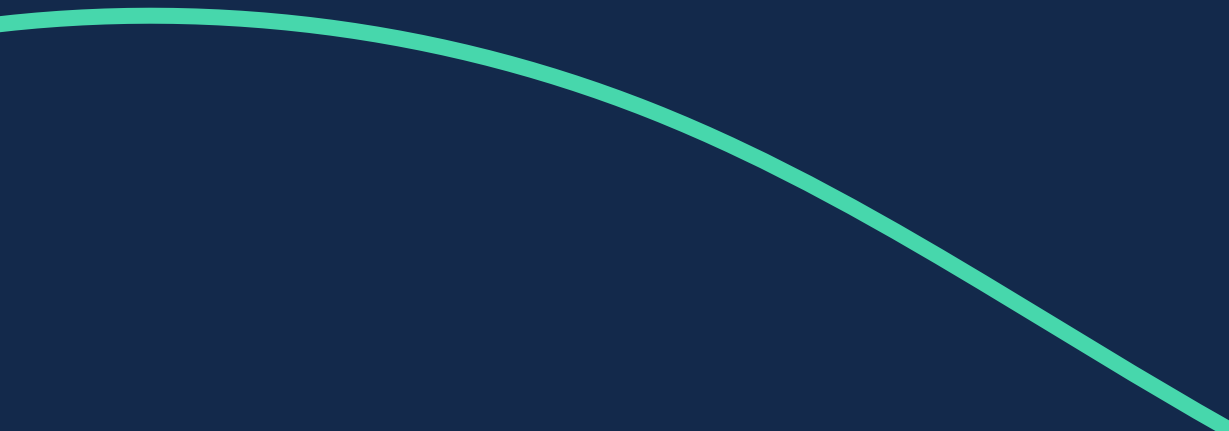
[Read more](#)



Engagement



Nagarro is redefining audience engagement by connecting content intelligence, personalization, and video experiences.



Intelligent agents continuously adapt experiences to improve content discovery, deepen engagement, and build lasting audience relationships.



Configurable UI in OTT applications

Learn how reusable components can be used to create unique and customized features for various apps and explore Nagarro's reusable components framework.

[Read more](#)

Video apps across platforms

Nagarro built reusable reference applications for major consumer platforms, helping the client expand its video offering while reducing application development time by 50%.

[Read more](#)





Next-gen video experiences

Explore how growing content demand, rapid technological advances, and changing viewer behavior are reshaping video experiences, and why media companies need more personalized, seamless, and scalable OTT platforms.

[Read more](#)

Enabling customized user experiences

Nagarro helped create a middleware platform using Node.js and GraphQL to deliver consistent, customized user experiences across devices. The solution simplified backend integration, improved product reuse, and accelerated development and execution.

[Read more](#)



Monetization

Nagarro powers advertising and monetization by connecting decisions across platforms, campaigns, audiences, and revenue.

Intelligent agents orchestrate and optimize campaigns in real time to improve performance, maximize yield, and unlock new revenue opportunities.

The rise of retail media

Explore why retail media is becoming a major growth channel and how brands and retailers can address fragmentation, measurement, and operational complexity to scale it effectively.

[Read more](#)

Agentic AI for campaign orchestration

Explore how Agentic AI can connect creative operations, approvals, compliance, localization, and campaign optimization to enable faster, more scalable campaign execution.

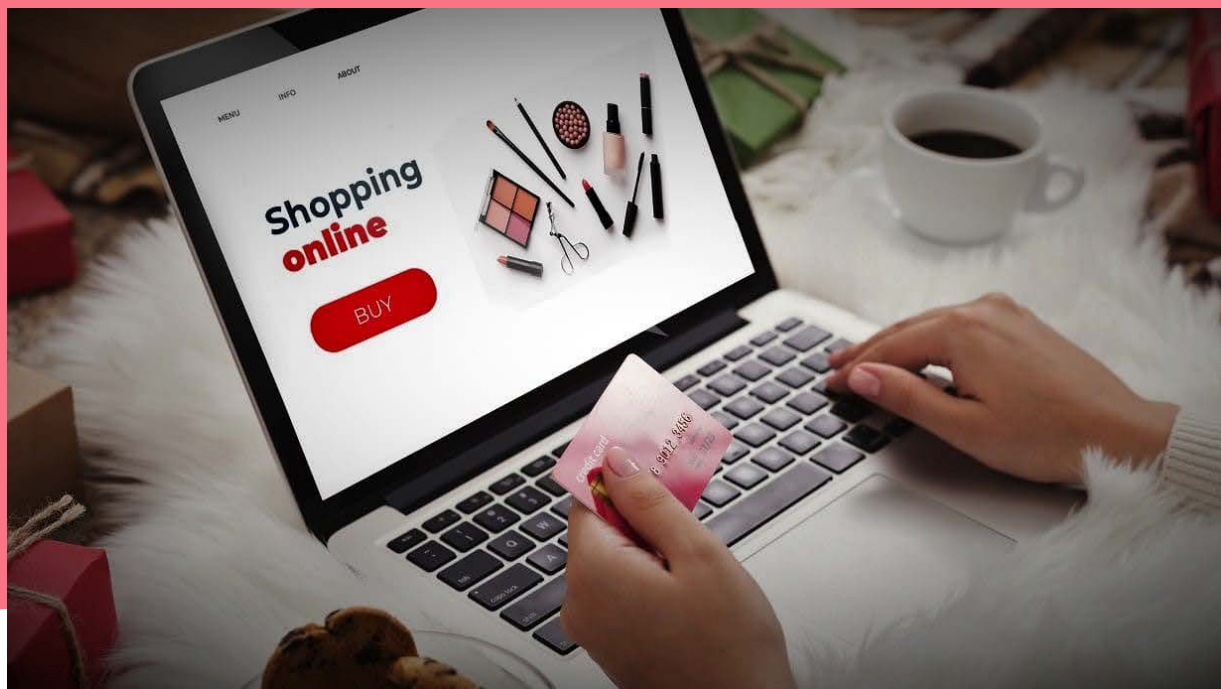
[Read more](#)



Optimization strategy for selling ads in a closed marketplace

Explore how publishers can improve ad monetization with the right mix of SaaS, custom-built, and hybrid platforms while gaining greater control over inventory, audience data, and revenue.

[Read more](#)



Scaling retail media monetization

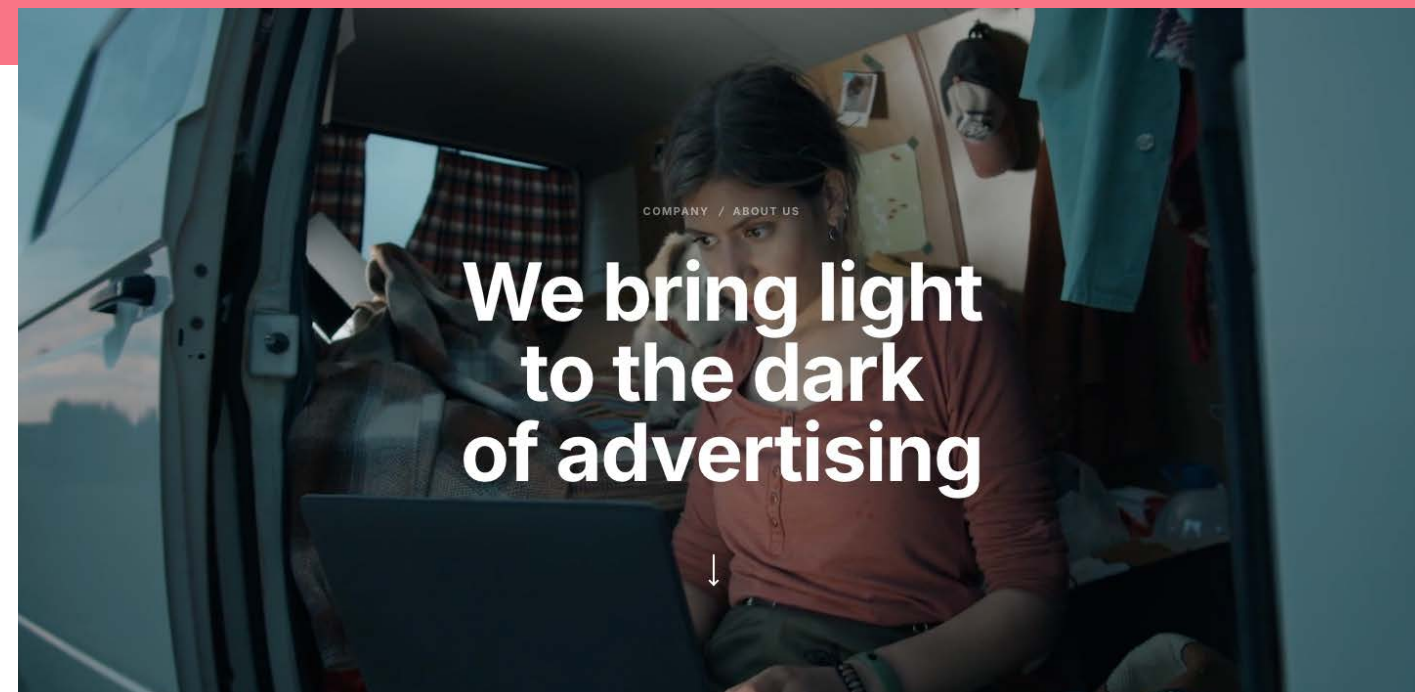
See how Nagarro helped a beauty retailer automate ad monetization, streamline campaign execution, and build a scalable Retail Media Network with better inventory, reporting, and performance visibility.

[Read more](#)

Scaling audience measurement

Nagarro partnered with AudienceProject to modernize its data platform using cloud-native technologies, microservices, AI, and ML to improve scalability, reliability, performance, and time-to-market.

[Read more](#)



Join us as we embark on an inspiring journey to shape the future of global media and understand how you can:

- Automate content creation, production, and distribution
- Deliver intelligent video and entertainment experiences
- Power advertising, retail media, and monetization with unified AI ecosystems
- Transform publishing with connected content ecosystems
- Lead the future of media through Agentic orchestration

**Nagarro,
your
'What's Next'!**



