



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?



Nagarro is enabling businesses to create a 360-degree view of their customer journey and deliver exceptional OTT and video experiences.

With a client-focused approach, we continuously conceptualize and co-engineer OTT and video platforms as digital engineering experts.





Expanding to new platforms seamlessly

Nagarro built a reference application for a service provider for Tier 1 media & telecommunications companies to accelerate the delivery of video apps on Android, Amazon Fire TV, Xbox One, Samsung, and LG platforms. The solution reduced the overall development time of the other applications by 50 percent. We also delivered finished applications on iOS, Apple TV, HTML-based platforms, and other set-top boxes.

[Read more](#)

Top three reasons to make your video experience ready for the next generation right now!

If you have been considering launching your over-the-top (OTT) platform, now is the time. Here are the three key reasons that validate why it's the time to let your platform mature to the next level with next-gen video experience: Increasing variety and demand, changing user behavior, and advancements in technology.

[Read more](#)



OTT consumer experience strategy: Are you going the right way?

The future of OTT apps includes hyper personalized, customized video experiences specifically tailored for the next generation for which OTT players need to implement necessary functional and technological changes in their current offerings.

[Read more](#)



Another Notable Success

Nagarro created a scalable end-to-end performance testing framework for Notable simulating loads from different devices and users, with the flexibility to integrate as many devices as required - all based on actual load requirements.

[Read more](#)

Building innovative campaign design system

Nagarro created a best-in-class digital signage platform for a leading network provider, using a powerful plug-and-play LTE media player and a cloud-based content management portal.

[Read more](#)



Enhancing audience measurement for Netflix

Nagarro developed a global audience measurement solution for Netflix, automating data ingestion via Habu's clean room and utilizing AWS for report generation. This enabled efficient co-viewing behavior analysis, improved ad personalization and optimized budget allocation.

[Know 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](#)



Your guide to configurable UI using reusable components in OTT applications

Nagarro's reusable components are the —pre-built modules or pieces of code that provide varied features on different specifications. The best part is that they can be used across multiple projects and applications. How can these components provide customized features to suit everyone's diverse needs?

[Know more](#)



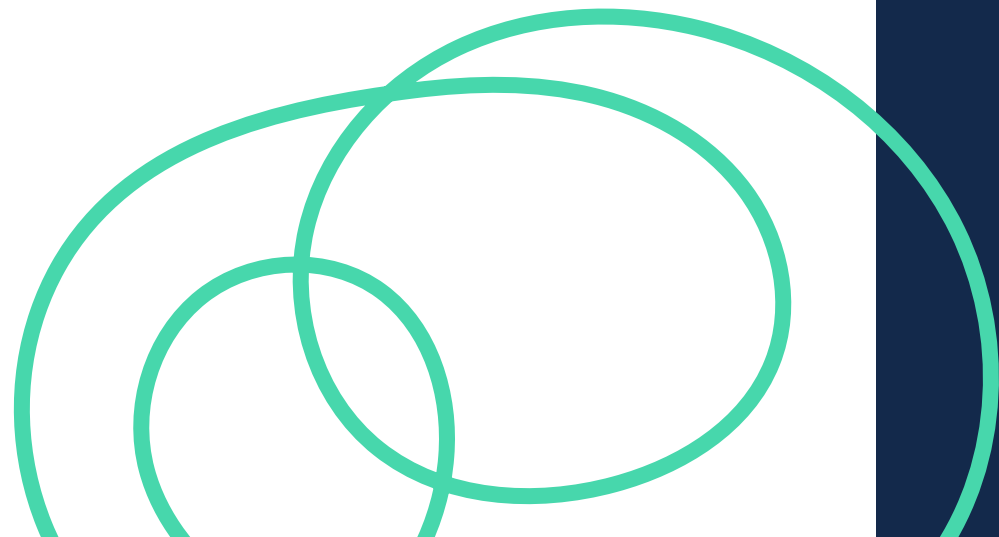
Improved content management with intelligent tagging

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](#)

**Nagarro is leading the way
in innovating audience
experiences that drive
monetization.**

**Discover how our expertise
can overhaul your customer
journey and create tailored
monetization strategies that
drive success.**



Enabling customized user experiences

Nagarro developed a middleware for a leading global digital media advertising technology company, leading to consistent user experience as well as encouraging re-use with increased velocity and multi-device capability.

[Read more](#)



Optimization strategy for selling ads in a closed marketplace

Businesses must gauge the scale of their ad inventory, audience, and advertisers, evaluate their digital maturity, and decide whether to use a SaaS-based ad management platform, a custom-built one, or a hybrid ecosystem. Having this decision in alignment with their business strategy will ensure that businesses achieve the level of digital maturity they envision.

[Read more](#)

Automating the ad monetization process

One of India's leading cosmetics e-commerce companies wanted to modernize and automate their existing ad monetization value chain. Nagarro conceptualized and implemented a cutting-edge AdTech ecosystem tailor-made for the client's needs and supported the client with an extended AdTech product team to implement demand-side and supply-side platforms.

[Read more](#)





Reinventing the customer journey

For one of the largest publishing groups in India looking to reinvent and provide a better user experience, Nagarro re-designed and re-implemented their online portal for print subscriptions to ensure better customer engagement.

[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](#)



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

- Build a 360-degree customer view
- Reimagine your customer experience
- Innovate the digital maturity of your OTT platform
- Compete with and win against the market leaders
- Enhance and automate your media production workflow
- Boost enterprise efficiency with streamlined operations

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





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