



# Media, Past, Present, and What's Next

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**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.**



# 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.

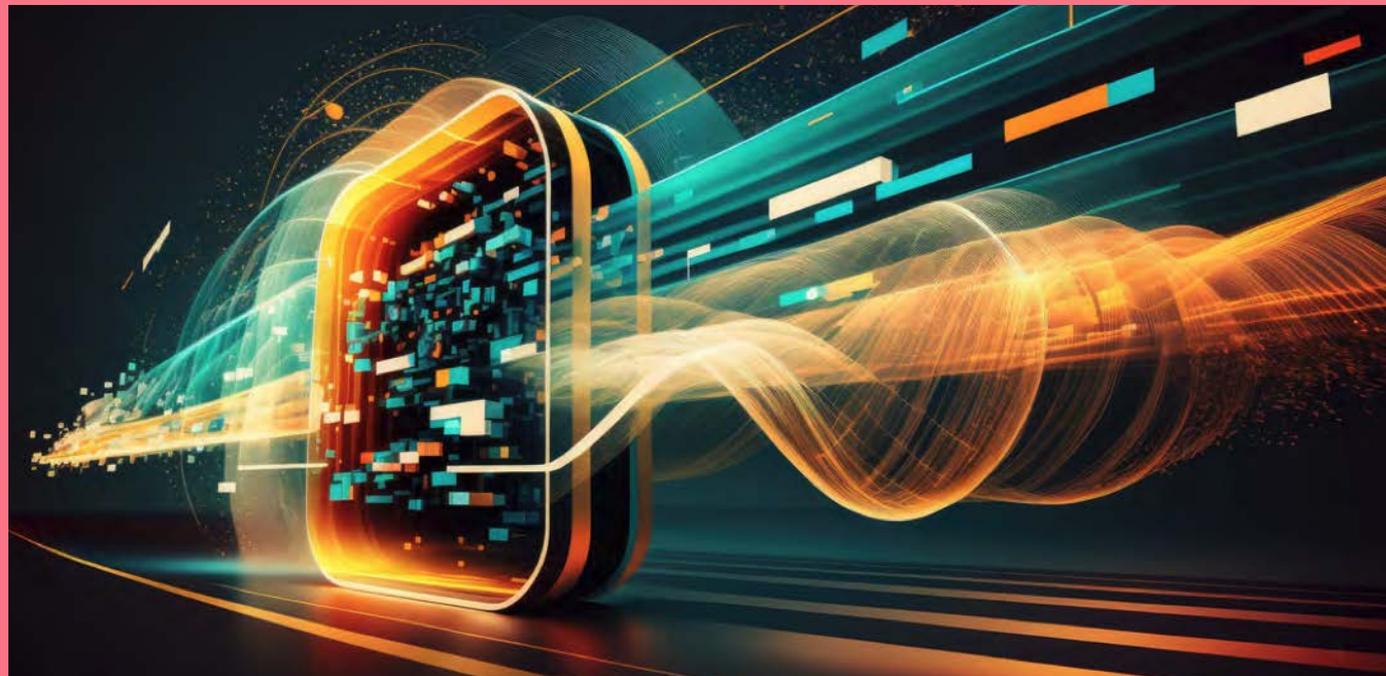
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## Your guide to configurable UI using reusable components in OTT applications

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?

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## 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.

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## 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.

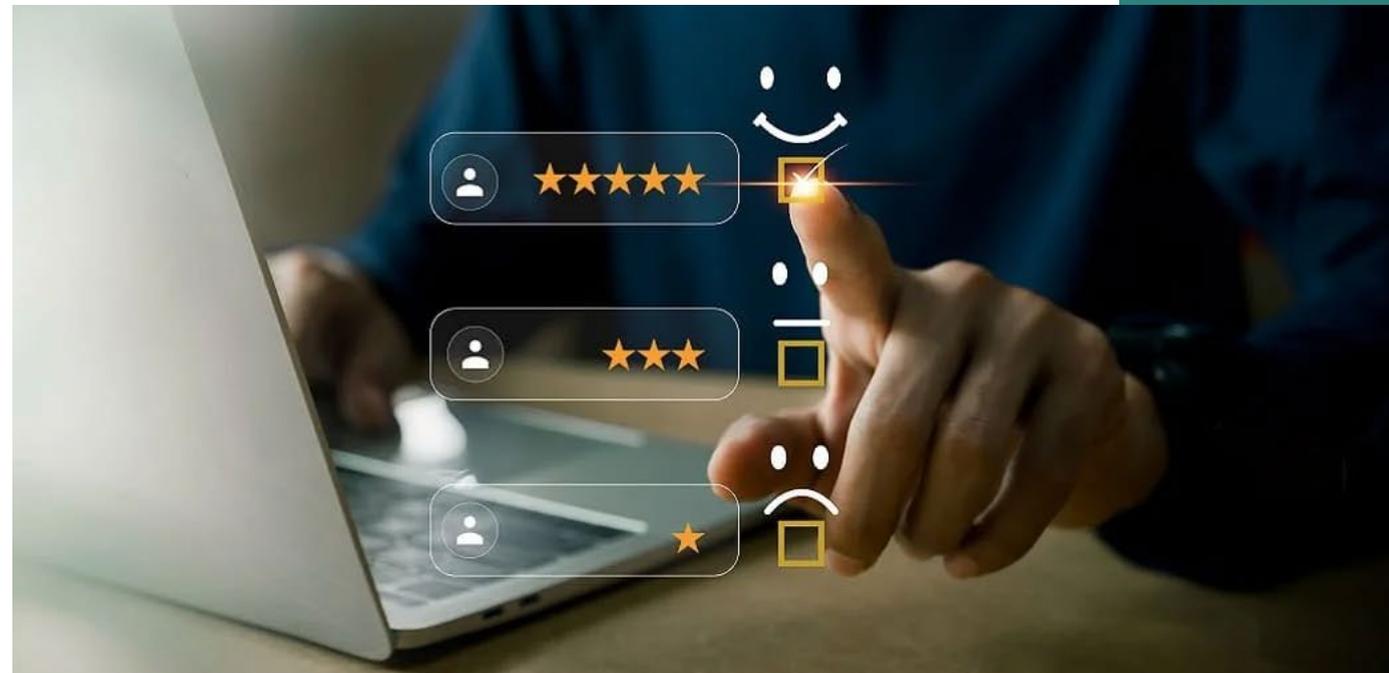
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# OTT consumer experience strategy: Are you going the right way?

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.

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## 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.

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**Nagarro enhances content creation and management through AI-driven automation, resulting in improved efficiency and scalability.**

**By optimizing operations, reducing costs, and accelerating time-to-market, our automated media workflows ensure seamless delivery of high-quality content across various platforms.**

# 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.

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## 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.

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## 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.

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## 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.'

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## Feed Generator System for a leading public broadcaster

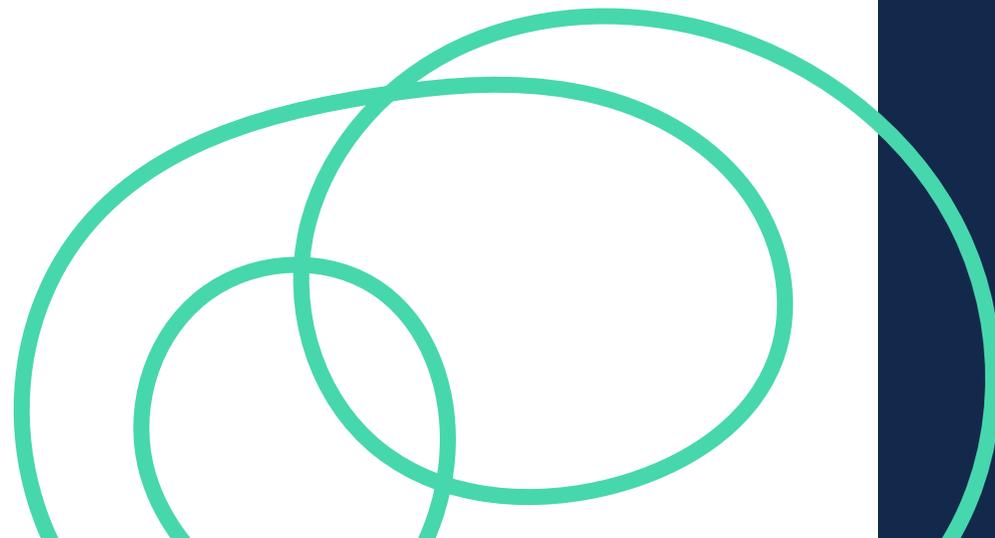
The client is a European broadcasting corporation that provides public broadcasting services and shares content via media RSS feeds through different partners, including Apple TV, Google TV, and Amazon Fire Stick. Nagarro designed an automated solution to replace their legacy content distribution system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

[Read more](#)



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

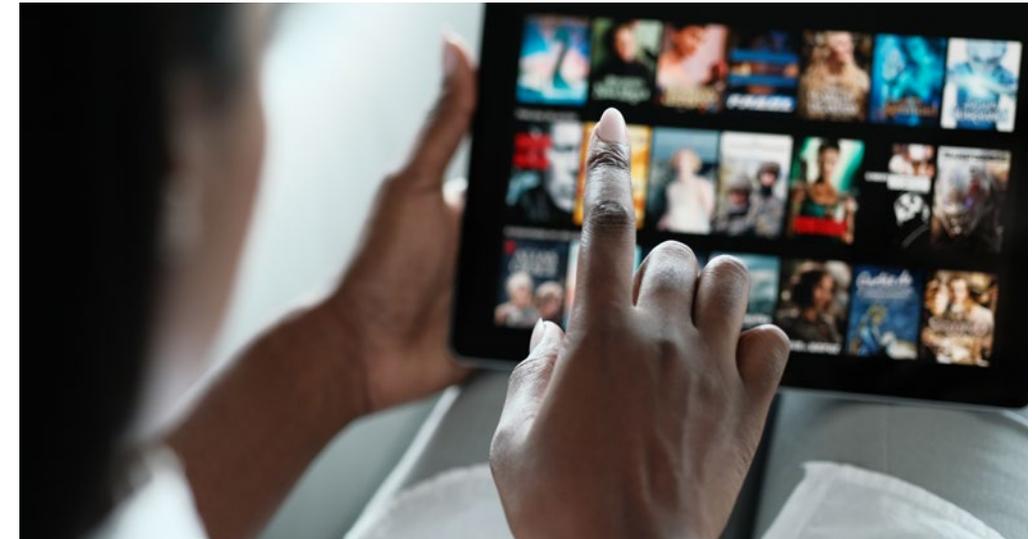
**Discover how our expertise  
can overhaul your customer  
journey and create tailored  
monetization strategies that  
drive success.**



# Building innovative campaign design system

Nagarro partnered with a leading telecom company to develop a scalable digital signage platform. Through workshops, the team defined workflows, prioritized features, and delivered a plug-and-play LTE media player with a cloud-based content portal, creating a future-ready design system for seamless expansion.

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## AudienceProject join forces with Nagarro to revolutionize audience measurement

AudienceProject partners with Nagarro to enhance platform development and scalability, leveraging digital engineering expertise to improve data insights and performance for advertisers, agencies, and publishers.

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# 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.

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# 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.

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## 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](#)

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

- Automate your media production workflow & distribution
- Innovate the digital maturity of your OTT platform
- Build a 360-degree customer view
- Reimagine your customer experience
- Boost enterprise efficiency with streamlined operations
- Compete with the help of AI and lead the market

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





nagarro