TAVANT

INCREASE **CUSTOMER ENGAGEMENT** ACROSS **DIGITAL CHANNELS**

Tavant partners with leading media companies to deliver innovative content monetization solutions

Content Operations

Deliver the right content to the right viewer at the right time

> Asset ingestion and transformation

> Video lifecycle management

Identity & Entitlement

Implement and protect rights

> Identity management

> Policy-based entitlement

Subscription Management

Maximize revenue through multiple payment and retention methods

> eCommerce solutions

> Churn management

Program Guide Workflow Management

Manage content metadata for easy discovery across channels

> Content personalization

> Content discovery

Content Monetization

Increase ad sales through cross-platform ad solutions

> Cross-media sales

> Ad operations

Success Story

OTT Workflow Operations and Support

A leading digital media company focused on providing streamlined media technology

> Manage operations of a powerful content delivery platform distributing 25,000 live events annually and 10 million streams daily

> Publish playback, create metadata files, and send data downstream (CMS) for processing

> Manage on-demand content lifecycle

VIDEO TESTING AUTOMATION FRAMEWORK

Improve Quality of Experience through Flawless Content Delivery

Automates testing of different aspects of video, including video playback, streaming quality, player actions, user authentication, geo-location authentication, and integration with several video services.

Agile behavior driven development methodology to enable organizations deliver effective test cases using the framework.

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> Customizable framework with inbuilt video playing ecosystem

> Hundreds of pre-built use cases

> Includes various alert mechanisms

> Ability to test wide range of devices and platforms

> Go to market in less than two days

cess Story

Test Automation

ing American multinational media conglomerate

t automation of 'video delivery to OTT' lications on mobile devices and Android/Apple TV

rcepting and logging all network calls with the of Tavant's unified platform

luced regression cycle execution time from four s to a couple of hours

omated 5,500 test cases

tavant.com/media

TAVANT

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