

# TAVANT

## MEDIA & ENTERTAINMENT

### Accelerating Media Transformation with AI

As audiences fragment, CPMs fluctuate, and operational costs rise, legacy media platforms are constraining growth. Tavant helps media companies unlock new revenue, reduce operational inefficiencies, and accelerate time-to-market using GenAI, Agentic AI, and cloud-native architectures.

## FROM PLATFORM TO PROFIT

### AI-Driven Media Transformation Services

Transform the media value chain with services built for growth, scale, and monetization.



#### GenAI-Accelerated Media Platform Modernization

Modernize and scale Broadcast, Digital, OTT, and CTV platforms with GenAI-powered engineering — delivering speed, efficiency, and a seamless user experience.



#### Agentic AI-Powered Enterprise Transformation

Deploy Agentic AI to automate high-friction workflows across AdOps, customer support, and finance — reducing manual effort, improving yield, and accelerating decision-making in real time.



#### Data Science-Driven Optimization & Revenue Growth

Build AI-driven models that increase subscriber lifetime value, optimize ad yield, and drive personalized engagement at scale.



#### Media Data & AI Platform Engineering

Engineer data and AI platforms with cloud-native architectures that ensure trusted, compliant data, automate at scale, and build future-ready foundations for innovation and growth.

# KEY SUCCESS STORIES ACROSS MEDIA

Scaled a global streaming platform from launch to **200M+** subscribers

Built an enterprise AI platform for a leading streamer, accelerating model deployment by **40%**

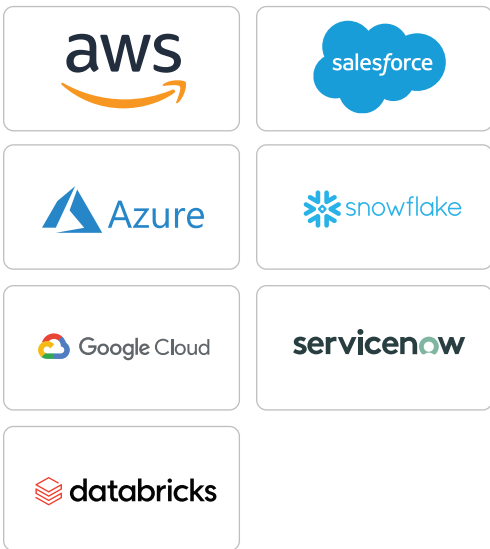
Established 24x7 Ad Platform Operations for a major tech company, reducing ticket backlog by **80%+**

Transformed CX for a live streaming platform, reducing support escalations by **50%** using GenAI

## PARTNERS

**Stronger Together. Future-Ready by Design.**

We partner with industry leaders to deliver integrated, scalable transformation.



## WHY TAVANT

**Built for Media. Proven with AI. Focused on Outcomes.**



### Deep Media DNA

Decades of experience across OTT, broadcast, and advertising ecosystems



### Outcome-Led Delivery

Focused on revenue growth, cost reduction, and speed-to-market



### AI, Operationalized

Proven accelerators across AdOps, metadata, QA, and content intelligence



### Engineering at Scale

Global delivery with strong expertise in data, platforms, and AI

## UNLOCK THE POWER OF AI

Let's build your next-generation media platform — and unlock new revenue streams with AI. Connect with Tavant to start your transformation.

# TAVANT

Santa Clara | New York | Dallas | Mexico | Bangalore | Noida | Hyderabad | Kolkata | Pune | Tokyo | Sydney | London | Amsterdam



866-9-TAVANT



hello@tavant.com



tavant.com/media