



Media & Entertainment

Cognizant Direct-to-Consumer Media Solution on AWS

Leverage data, analytics, and AI to position your streaming services for long-term success.

Enact an agile media infrastructure

The business model of the media industry is changing. Traditional distribution and ad-supported revenue models are being replaced with a dynamic consumption model that prioritizes entertainment on-demand and one-to-one engagement. Media providers who embraced a one-size-fits-all relationship with their consumers are now finding themselves at a severe disadvantage. The recent consolidation in the industry corresponds to the burning need for premium content, at scale. Without an agile media infrastructure that can manage, process and serve content while providing the personalized one-to-one experience customers want, competing in this quickly evolving marketplace may become difficult. Without the proper infrastructure in place, providers face the following significant challenges:

- **Rushed platform development:** Providers who try to rush application development or make changes to their legacy platforms discover that it leads to poor customer experiences, leading to irreversible loss of viewership and revenue loss.
- **Unrealized monetization potential:** New service models demand new monetization models. Monetization capabilities need to be optimized across the entire streaming ecosystem to retain and expand subscriptions.
- **Not knowing what customers want:** It's challenging to derive insights from subscribers at scale from available internal and external data. Providers need a 360-degree view of the customer through clean, privacy-compliant data which is enriched by first-party and third-party sources.

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All of this is driven by fickle and demanding customers who have many options to choose from in the streaming market. Even if you have a deep content catalog, a consumer with a poor user experience will happily switch services. So how can a technologically outmatched content provider quickly modernize their entire delivery platform and remain relevant in this highly competitive media landscape?

Cognizant Direct-to-Consumer Media Solution: Delivers optimal customer experiences

Cognizant Direct-to-Consumer Media Solution lets your organization boost customer experiences and retention and emerge a stronger player in the market. Our solution is modular, so you can select individual components or implement the full suite of services across your content supply chain. Choose the options that best fit your organization's needs.

With Cognizant Direct-to-Consumer Media Solution, you'll be able to leverage data, analytics and AI to position your streaming services for long-term success as you:

- **Improve content delivery.** Exploit content rights, eliminate compliance risk and build global, scalable content supply chains that expand or contract based on demand.
- **Enhance subscriber experiences.** Adopt a 360-degree view of the customer, design intuitive user interfaces and create a powerful personalization experience by enabling dynamic content. Analyze the performance of your search engine and content recommendation to improve media operations and baseline your service against competitors.
- **Optimize sales performance.** Increase the effectiveness of advertising to increase ROI, optimize sellable inventory, eliminate deficiencies and reduce sales costs.
- **Enact smart data monetization.** Retain, convert and expand subscriptions while broadening revenue streams through better data-led advertising offerings.

Major multinational media company doubles their download capacity

A premium cable entertainment and media holding company struggled to keep up with the recent spike in consumer demand for DTC media services and on-demand content. Cognizant worked with the client to reimagine their media supply chain applications. We re-architected and migrated applications such as DAM, media ingestion, distribution and consumption and developed several new applications, including B2B microsites, OTT streaming applications for B2B previews and a feeds ingestion service. Along the way, we leveraged Amazon Web Services (AWS) cloud-native technology stacks, serverless computing models and microservices architectures with built-in containers to reimagine/refactor their applications. Ultimately, this allowed the client to expedite feature releases, increase upstream integrations with the delivery platform and double their downstream video delivery capacity.

Benefits

Cognizant Direct-to-Consumer Media Solution on AWS lets your organization boost customer experiences and retention and deliver the outcomes that matter. Our use of analytics and automation consists of “feedback loops” which inform the service operator of failures in search, discoverability, user experience and digital distribution, i.e., deployable network operations center (DNOC) and content delivery networks (CDNs).



Content and distribution

- Risk mitigation
- Efficient content workflows
- Scaled distribution
- Reduced revenue leakage



User experience

- Enhanced user interface
- Enriched search and discovery experiences
- Superior quality of experience
- Improved subscriber satisfaction and loyalty



Monetization

- Enhanced marketing ROI
- Improved customer lifetime value and ARPU
- Increased subscriber-retention rate
- Enhanced ad-buying experience
- Campaign efficiency boosted

Get back on top with Cognizant Direct-to-Consumer Media Solutions on AWS.

[Learn more here](#)

About Amazon Web Services (AWS)

Amazon Web Services (AWS) is the world's most comprehensive and broadly adopted cloud platform, offering over 200 fully featured services from data centers globally. Millions of customers — including the fastest-growing startups, largest enterprises, and leading government agencies — are using AWS to lower costs, become more agile, and innovate faster.

About Cognizant Communications, Media & Technology

Cognizant Communications, Media & Technology (CMT) business unit helps clients transform into people-centric enterprises — enabling businesses to create new business models that deliver more personal and relevant customer experiences. We combine human insights with advanced technology to translate customer needs into differentiated content, products and services that power our clients' future. Cognizant applies domain expertise and digitalk know-how to help CMT companies optimize performance for today and accelerate digital transformation for tomorrow. Our technology innovations, proven solutions product and software engineering expertise, creative interactive prowess and global delivery excellence enable businesses scale to meet the needs of the market.

About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 185 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

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