

Integrated Cloud Content Management System For Faster Delivery

Client

The client is into global digital and VOD distribution service provider for all major studios and Independent filmmakers. The company has been rated as one of the best VOD aggregators for iTunes, Netflix, and several other VOD platforms.

Challenges

- To provide users access to a wide range of multimedia content, including music, movies, TV shows, and podcasts.
- Allow users to browse content in a seamless user-friendly and intuitive approach.
- Create a user-friendly interface to create and customize media content packages.
- Develop a responsive and mobile-friendly design compatible with all devices.

Solution

- Navtech team developed a media packaging platform using cloud-based infrastructure to enhance scalability, reliability, and security.
- All testing procedures were automated and integrated to manage client content efficiently.
- The system was migrated from xtdoc to docs along with the improvement of existing Code to automate the content packaging process, reducing manual efforts and errors.
- API integration was also enabled to allow users to share content on different platforms.

Technologies & Platforms

BACKEND



FRONTEND



CLOUD VENDOR



INTERGRATIONS



TOOLS



Outcome

- The media portal packaging platform helped the media company to package their content in different formats, such as audio, live, VOD, and TV.
- The packaging allowed client to distribute their content to different channels seamlessly.
- The overall packaging and distribution capability helped the client generate revenue from multiple sources furthering their audience expansion.

