Ness
Digital
Engineering

Solutions for the Content Domain

Ness helps companies capture more value from the content they generate by strategically applying experience design, digital engineering, data analytics, and automation throughout the content value chain.

Virtually every company produces content that generates business value, whether directly through content monetization models or indirectly through the distribution of information that streamlines how the company operates. The growth of the Digital Economy presents ever more opportunities to improve workflows and refresh the user experience at every phase of content creation, personalization, management, publication, distribution, and monetization.

To take advantage of these opportunities, organizations are combining their own unique content-generating capabilities with off-the-shelf solutions for content management, targeting and segmentation, over-the-top playout, and rights management. They are updating their content value chains to increase relevance and loyalty with consumers through personalization, improved reliability, and maintainability. Companies need to deliver content in a coherent manner across an expanding range of channels and devices (including those responding to voice and motion).

Companies are using Content to address business challenges, such as:

How can our organization scale and reach a broader market with its content?

What value-added content can our company offer to generate additional attention and revenue?

How can we better track revenue and manage revenue leakage from content coming across multiple channels?

In what ways can we use content to increase information sharing, innovative thinking, and employee productivity?

How can we reduce time-consuming rights management processes and the risk of violating content rights and regulations?

The types of solutions Ness enables for clients:

PLAYOUT

Developing and integrating platforms to deliver live video, streaming, and on-demand content to audiences with Ness's Video Distribution Platform solution accelerator

PERSONALIZATION

Defining a market and audience segmentation strategy and applying Experience Design and Machine Learning across channels to improve content targeting and increase customer loyalty

RIGHTS MANAGEMENT

Modernizing rights management processes, data infrastructure, and workflows to increase the transparency, accuracy, and coverage of rights-managed content from the company and its partners

MONETIZATION

Envisioning and implementing new revenue streams using existing content and data about that content and by combining information in new ways to create digital products and services

Ness work in action:

Ness collaborated with an entertainment platform company to **re-architect business processes** and **automate data collection, content tagging, and curation of content.** The solution enabled the company to **accelerate platform releases and increase viewer consumption** across platforms and geographies.

Ness helped a media company develop a high-volume, Big Data & Analytics solution to **facilitate content monetization, better track royalties, and more effectively manage digital rights.** The solution led to **improved company-artist relations** and **reduced litigation costs.**
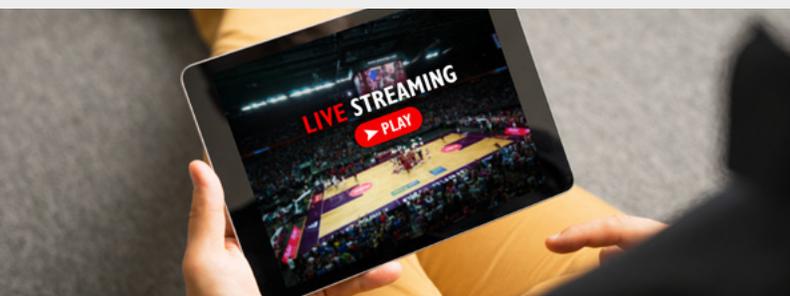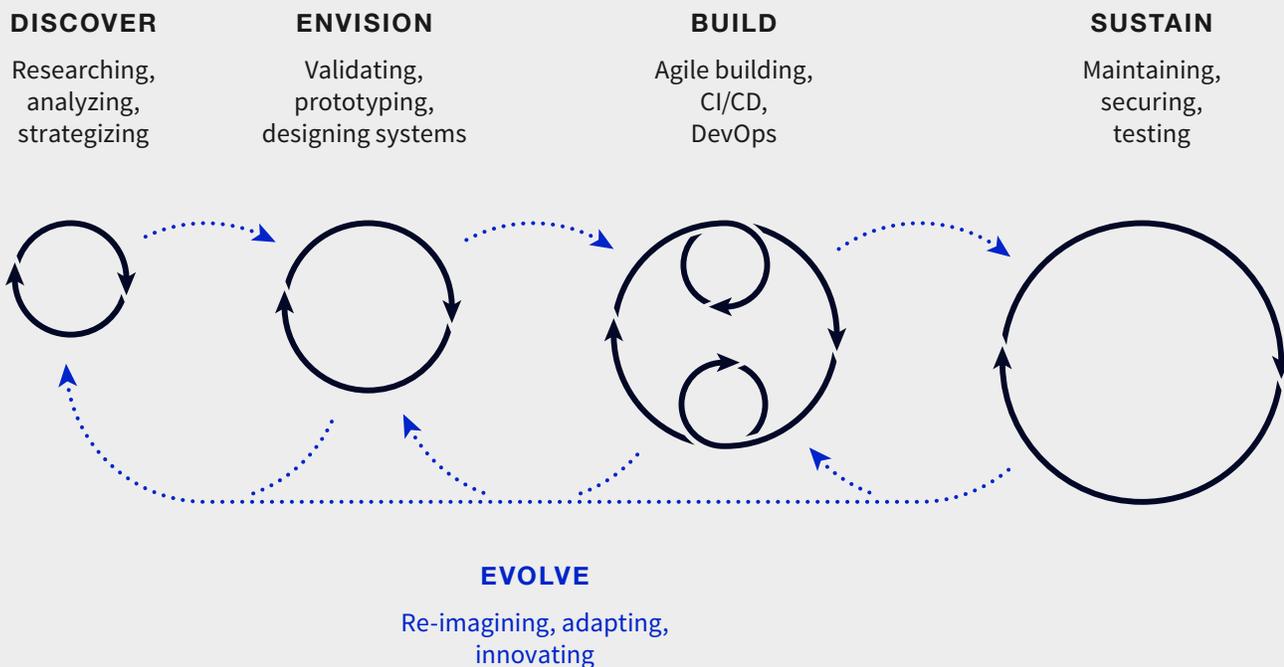
Ness helped a client increase its global reach by building a **pioneering, multi-channel, media broadcast platform** (including content ingestion, content and rights management, playout and billing) to further monetize its digital media and **sell content to new audience segments.**

Ness Connected leads to the right solution, faster

How we ensure successful outcomes for our clients: Ness Connected

Our transformational digital engineering framework seamlessly integrates Experience & Process Design, Platform Engineering, and Data Analytics to bring compelling digital products & services to market.

The framework helps companies define and develop the right digital products & services faster to significantly accelerate time to market, improve customer engagement, and reduce business risk.

DISCOVER
Researching,
analyzing,
strategizing

ENVISION
Validating,
prototyping,
designing systems

BUILD
Agile building,
CI/CD,
DevOps

SUSTAIN
Maintaining,
securing,
testing

EVOLVE
Re-imagining, adapting,
innovating

Ness Digital Engineering

For ideas on how your company can achieve its business objectives using digital technologies, contact us: www.ness.com/contact

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