



Digital Solutions for the Media & Entertainment Industry

Ness offers media, entertainment and publishing companies a unique combination of expertise in modern customer experience design, platform engineering, and in-depth data analytics that enables them to create engaging customer experiences and generate increased value for their content.

Many organizations need to modernize their platforms to create broader market reach and streamline operations. In a highly competitive market, companies must effectively deliver personalized media and content across multiple channels to ensure consumers keep coming back for more. Our clients partner with Ness to help them strategize and build next generation, software-enabled solutions that captivate users.

Examples of Our Work

Customer Experience Design and Mobile App Development for a Publisher:

Ness helped one of the most recognized publishing companies re-architect its website to expand customer interaction. By enhancing the online user experience and developing an innovative mobile application, we enabled our client to increase visitors to its site by 250%, extend its market reach, and increase revenue.

Mobile App Lab and Big Data Analytics for Online Sports Site:

Ness established a Mobility Lab and developed over 70 applications for iPhone, Android and Blackberry that helped a global online sports site enhance engagement with clients and significantly expand its customer base. Data analytics facilitated personalized experiences for users that increased interactions and revenue. The client's app was ranked #1 in the sports category in 20+ countries. Our design and engineering expertise helped the client win an innovation award for the best app in content services.

Web and Mobile Content Management for a Film and TV Services Provider:

For a leading provider of premier entertainment data and services, Ness created a robust set of professional software tools. The solutions delivered powerful web and mobile applications, tailored to meet the specialized needs of entertainment professionals including studios and broadcast networks. The products resulted in increased sales for the client, lower maintenance costs and a reliable infrastructure that could be expanded for future growth.

Concept to Delivery of Digital Strategy for a Sports Media Firm:

Ness created and implemented a digital transformation strategy for an international sports media business that is responsible for integrated communication solutions using in-stadia advertising, online, mobile, and social media. After detailed research and market validation, the new software application delivered solutions that fans, clubs and sponsors all embraced. The product enabled real-time communication between the sports club and fans, before, during, and after the game.