

DISRUPTIVE INNOVATIONS FOR MEDIA & ENTERTAINMENT INDUSTRY

Due to the emerging trends of digitisation, omni-channel media, multi-platform content consumption, and change in consumer behaviour, the media & entertainment industry is expected to grow at a much faster rate than ever before.

To stay competitive in the new media age, companies must adapt to new technologies such as video streaming, personalised content & advertising, cloud & content-driven commerce, media monetisation, etc.

New age media is driven by openness, innovation, and disruption. Nagarro's team of domain experts cater to a global clientele and helps businesses differentiate themselves strategically. Nagarro also helps reinvent business models by building new delivery and experience platforms, to stay one step ahead of the game.

SERVICE OFFERINGS



Streaming & Live Platform

To cater to the exploding need for VOD, Nagarro helps you with the right strategy, business model, platform, and channels to implement, enhance, and integrate the existing infrastructure to boost your streaming services.



Engaging Touchpoints as Products

With a unique mix of user experiences, web & mobile technologies, gaming capabilities, and expertise in new formats like AR & VR, Nagarro optimises your consumer immersion strategy.



Intelligent Media & Analytics

Nagarro's unique combination of expertise in AI and data analytics tools - automated tagging, pattern matching, predictive analytics, and sentimental analysis - helps you add the power of intelligent media to your value chain.



Digital Platform & Transformation

With the help of tools like CMS, CRM, DAM, Nagarro helps you enhance efficiency, reduce cost, and provide a unique brand experience.



Advertisements & Content-driven Commerce

Nagarro's abilities to implement the right set of ad-tech tools in your ecosystem help you to capitalise the existing revenue and enable content-driven commerce, thus creating new revenue streams.



Cloud-driven Services

Nagarro helps you with media creation, distribution, and monetisation by creating an enhanced media value chain through the cloud.

OUR PARTNERSHIPS





New middleware platform

Nagarro co-engineered a new middleware platform for a leading European ad-tech firm. The platform helped overcome the key challenge which was time-to-market and promoted reuse with increased velocity and multi-device capability. Re-engineering was also done for the existing products to adapt to this new middleware.

Digital signage touchpoint

Nagarro partnered with a large network service provider to create a best-in-class digital signage management platform via its powerful plug-and-play LTE media player and a cloud-based content management portal. The result was a sophisticatedly designed system with high scalability to empower the customer base.



Video transcription & translation

Leveraging cloud, Nagarro helped a major publishing house to manage its massive content on YouTube in a much better way. Nagarro's AI/ML team built an auto-transcript solution, which led to better SEO due to higher number of transcriptions generated using AI-based solution and improved the processing time.

Subscription payment gateway

For a growing music streaming app, the subscription process needed streamlining. Nagarro analyzed the problem by exploring the user journey and customer feedback, and created a single-click payment interface. The enhanced user experience reduced the drop rate and increased the revenue for the client.

