

Seamless Transition to Digital Success with ITHENA's iTHEATRE Platform

Client Profile

A leading media company offering a diverse range of on-demand film, video, and music content.



iTHEATRE

equipped the client with a custom OTT platform, **boosting engagement, securing content, and driving revenue growth.**



marketing@ithena.ai



www.ithena.ai



4470 Cox Rd, #275
Glen Allen, VA 23060, USA

CHALLENGES



The client faced several challenges in their digital transformation journey:

- Transitioning a large catalog to an independent digital platform while preserving brand integrity
- Implementing robust monetization strategies while integrating cloud storage, content management systems (CMS), and Digital Rights Management (DRM) for over-the-top (OTT) platform
- Ensuring seamless, high-quality streaming with a user-friendly interface to meet consumer demand
- Assuring consistent multi-channel content management across mobile apps, websites, and partner media aggregators

SOLUTIONS



ITHENA's iTHEATRE platform empowered the client with:

1

Customized OTT Platform

Designed and deployed an independent OTT platform for high-quality audio and video streaming, offering 100% content control

2

Comprehensive Channel Integration

Enabled wide content distribution by integrating with leading OTT channels and telecom providers, broadening audience reach

3

Offline Access & DRM

Added offline streaming capabilities and robust DRM for content protection against piracy

4

Advanced Storage and Analytics

Utilized cloud-based storage solutions for efficient content management and AI/ML analytics for optimizing content strategies

5

Branding Freedom

Fully customized the OTT platform's interface to align with the client's brand identity and supported multiple languages to cater to a diverse audience

6

Dynamic Monetization Models

Implemented a combination TVOD and SVOD models with multiple payment gateway integrations to maximize revenue

BENEFITS



15%

YOY Increase in
revenue growth

5+

Million user
base expansion

30-
day

Rapid
deployment

50%

Boost in audience
engagement