Effective optimization of digital video content and management of OTT platforms.

Summary
Zee TV engaged TO THE NEW to optimize the video content from its 12 different regional channels and publish it on OTT platforms like YouTube and Ditto TV. The content from all the channels was captured, processed and made adaptive for different screening platforms including laptops, mobile devices and tablets. Every day 500+ VODs were generated and published for viewing on mobiles, tablets and PCs and in 18 months more than 2,50,000 videos were generated, optimized and managed with thumbnails and metadata with a dedicated 24x7 support.

The Client
Zee Entertainment Enterprises Limited is one of India’s leading television, media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 1.2 lac+ hours of television content.

The Goal
Create a one-stop solution for capturing, processing, publishing and managing 12 Zee TV Indian regional channels on digital OTT platforms - YouTube & Ditto TV.

The Approach
TO THE NEW’s OTT operations expertise backed by technology, streamlined the workflow for managing and delivering Zee TV shows on YouTube & Ditto TV.

- File transfer over a secure Peer to peer connection.
- Processed and edited videos to create multiple renditions for various screening platforms - mobiles, tablets, PCs, etc.
- Created special VOD packages and generated detailed metadata with creative thumbnails for YouTube and Ditto TV platforms.
- Published and managed Zee’s YouTube channel with end-to-end customer support including keywords tagging, annotations, playlists, etc.
- Fast TAT achieved
- Localization: For the regional channels, we brought in specialists for Marathi, Bengali, Telugu, Tamil and Kannada apart from Hindi.

Highlights
- The shows are ready by the time the broadcast ends on television, they are made live on the platforms.
- Scalable solution when adding new channels to the current solution
- A one-stop solution for video editing, metadata, imagery and publishing while maintaining the required turnaround time.

Industry
- Media and entertainment

Solutions
- Localization, Imagery, Video solution and Metadata

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