

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

## The Client

Viacom18 Motion Pictures is a production house under the Viacom18 umbrella. It is one of the first studio model-based motion picture businesses in India with operations covering production, syndication, marketing and distribution of feature films.

## The Goal

TO THE NEW was engaged in optimizing the video content, YouTube channel management and subtitle sync services. The content from all the channels; including their flagship general entertainment channel 'Colors TV' was captured, processed and made adaptive for different screening platforms.

## The Approach

- Create clips for YouTube to redirect Indian audience to VOOT
- Publish content on YouTube with all necessary metadata, Geo-blocking and imagery
- Sync the subtitles provided by Viacom18 and publish them on YouTube
- Create specific VODs and generated detailed metadata with creative thumbnails for OTT platforms
- Capture Live TV and create video packages for YouTube
- Capture video metadata including title, keywords and improve the searchability of the website
- Created an online tool to watch videos and perform metadata operation
- Deployed a dedicated team and expert for 24\*7 operations to ensure stringent turnaround time and quality
- Customised thumbnails creation

## Service

- ✓ Metadata, QA and Content analysis

## Industry

- ✓ Media and entertainment



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