

# Digital Transformation of Tata Play: India's leading Pay TV & OTT services company

## About the Customer

A joint venture between Tata Sons and TFCF Corporation (formerly known as Twenty-First Century Fox, Inc.), Tata Play is India's leading content distribution platform providing Pay TV and OTT services. With over 650 channels & services offered, Tata Play has its footprints spread across 4 lakh towns with over 19 million connections in India.

## The Engagement

Over the 4 years of a successful relationship, TO THE NEW has transformed into the key technology partner for both the OTT and DTH business of Tata Play. Key projects include -

### Tata Play Reimagine - Unifying TataPlay.com and MyTataPlay.com

#### Background

Tata Play had a dedicated portal for user account management - myTataPlay.com. This was diverting the traffic away from their primary web domain - TataPlay.com. Few other challenges were-

- The existing platform and portals were designed primarily keeping in mind the desktop users and did not address the needs of the significantly growing share of mobile users
- Most of the content on the main domain was static and lacked a central structure

#### TO THE NEW comes into the picture

TO THE NEW re-platformed and re-architected TataPlay.com and MyTataPlay.com into a single domain with improved UI/UX in responsive mobile-first design and restructured application content. Solution highlights included-

- Single-click access to multiple Tata Play services
- Intel capture enabled throughout the consumer journey for customized recommendations

**Industry:** Television, Telecommunications, Cable & Broadcasting

#### Highlights:

- ✓ Unified Tata Play's B2C portals to consolidate and transform the complete user journey while reducing Total Cost of Ownership for Tata Play
- ✓ Created Tata Play Live OTT platform that offers access to 400+ live channels, 5000 VoD titles, and 80,000 catch-up assets for its ~15 Mn registered users
- ✓ The Tata Play Live App created by TO THE NEW handled 1.4 Mn requests/5min for 1.7 Mn unique users during the live streaming of a 2019 Cricket World Cup match
- ✓ Created Binge - a revolutionary on-demand content aggregation platform and consolidated content from 8 partner apps at a fraction of cost
- ✓ Partner onboarding time reduced to 1/5th with digital transformation of the Partner Onboarding process



- Consumer-facing application migrated to AWS cloud to convert hosting cost from Capex to Opex
- Provisioned to support a peak load of 20Mn users/day (2X the old portal's load capacity)
- Queue based implementation enabled for a faster website
- A Java Microservices based service-oriented architecture ensured zero revenue loss in the unlikely situation of application issues
- Time-to-Market was drastically reduced by using independent endpoints for modules, such as OTP, custom encryption/decryption, payment, etc., with the provision of secured integration with other Tata Play entities as well such as OTT App & Tata Digital

### Outcome

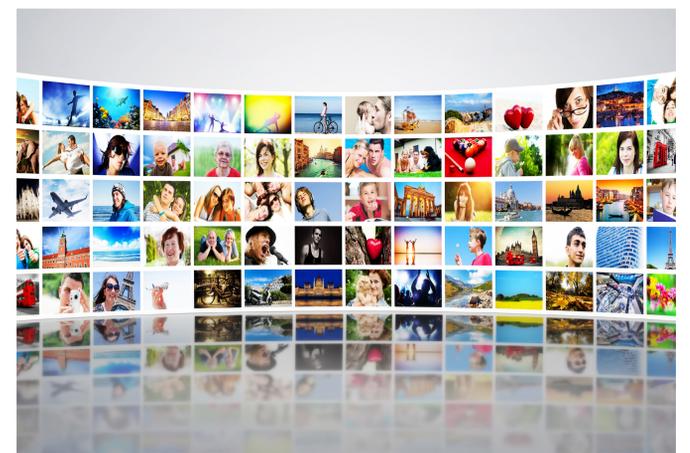
- Revamped user journey with tailored customer engagement impacted the recharge & upsell in-turn, the revenue
- Increase in **the engagement of mobile users** (>70% of the total traffic)
- **Reduced TCO** (Total Cost of Ownership) by removing licensed products like IBM WPS and Liferay
- A massive jump in traffic and search rankings

## Tata Play Live - Transforming the OTT business for Tata Play

### Background

By the year 2017, Tata Play had already entered the OTT space. However, there were challenges including frequent outages, a slow backend, and a not so intuitive frontend. Also, Tata Play needed to address its younger customer base that was moving towards on-the-go consumption of the content. All this required -

- Building a product which provides access to both Live TV and On Demand content via mobile app and website, while ensuring the security of the content
- A quickly scalable infrastructure to support sudden traffic peaks while streaming live events



### TO THE NEW comes into the picture

TO THE NEW created Tata Play Live, a completely revamped OTT platform, including iOS and Android Apps as well as Web (watch.tataplay.com). It offered access to 400+ live channels, 5000 VoD titles, and 80,000 catch-up assets for its ~15 Mn registered users. Solution highlights included -

- A microservice architecture based scalable system design for handling peak traffic
- The search engine was enabled with context identification and personalization

### Outcome

The revamped OTT platform, Tata Play Live, was launched by the mid of 2017. Key advantages included -

- Access to Live content, VOD and Catch-up content was an added value to existing DTH users and hence enhanced Tata Play's customer acquisition & retention
- Rented Premium Tata Play Movies were synced as showcase content on DTH and emerged as a new revenue stream
- Traffic through mobile devices was better engaged that enabled increase in recharges and upsell

## Tata Play Pulse - Revamping Customer Support Process

### Background

Pulse was Tata Play's custom-built knowledge management system and was used by 10,000+ Tata Play customer care executives spread across 30+ locations. The legacy application was posing challenges with concurrent content updates and handling high numbers of simultaneous logins and impacted overall customer support experience.

### TO THE NEW comes into the picture

TO THE NEW replaced the legacy application with a cloud-native application built on Drupal stack and broken into different microservices to give scalability, better performance, high-availability, and data retention. Solution highlights included-

- The Oracle database on the backend was migrated to AWS Aurora RDS using blue-green deployment
- Simpler debugging of production issues with centralized logging ensured better business continuity
- Spot instances provisioned for sudden spikes in traffic while the remaining kept as reserved

### Outcome

- Significant reduction in average customer call duration
- Traffic spikes were better handled to support a growing team size
- Significant cost savings on Tata Play's internal Knowledge Management System



## Tata Play Binge: The revolutionary on-demand content aggregation platform

### Background

After having transformed its presence in the OTT, Tata Play now wanted to capture the Smart TV audience segment as well, but with a differentiation. The idea was to introduce a content aggregation platform that could deliver on-demand digital content from multiple partner Apps, along with the Tata Play VOD library, via a single login account.

### TO THE NEW comes into the picture

TO THE NEW helped Tata Play by creating Binge as an on-demand content aggregation platform in two versions - Binge on Tata Play Edition Firestick

& **Binge+** on Tata Play Android Se for allowing access to linear television and premium on-demand content through a single platform. Key features of the platform include -

- Seamless access using API interactions to digital content from Amazon Prime, Hotstar, Sun NXT, Eros NOW, Hungama Play & ZEE5
- An aggregated view of the partner's content with regular updates in a centralized library that ensured perfect sync across partner systems
- Ensured secured content access through a backend authentication layer to avoid content piracy
- The search engine was enabled with context identification and personalization
- Implemented a device block functionality at the OS level in collaboration with the Amazon team to seamlessly align device block/unblock status with the DTH account status in Binge



## Outcome

**Tata Play Binge** was launched in January 2019 in association with Amazon and **Binge+** was launched in January 2020.

Key success highlights include -

- Single platform access to 200,000+ premium VoD assets from **8 leading partner OTT applications** offered a one-stop solution to the customers looking for a variety in content
- **500,000+** users subscribed to Binge within a year of its launch
- A Binge subscriber could now save **>70%** as compared to independent subscription charges
- A major influence on new user acquisition and retention, especially among the millennials

## Digitally transforming Tata Play's Business Processes

### Background

Although having revamped its B2C customer engagement by 2019, However, Tata Play still followed a manual engagement process for its B2B customers. This was a slow setup with cost overheads. Similar challenges were affecting Tata Play's partner onboarding process, also a manual process.

### TO THE NEW comes into the picture

TO THE NEW completely digitized Tata Play's Partner onboarding and B2B customer care processes by creating dedicated custom-built JVM technology-based portals with an underlying workflow management system in a microservices-based architecture. React was used as the front end for both the portals to offer an engaging user experience.



### Outcome

Tata Play B2B Portal was developed within a period of 4-months and went live in 2019. Tata Play Partner Onboarding Portal quickly followed and was launched in January 2020. Key benefits included -

- The Partner Portal reduced the process time for partner onboarding down **from 60 days to 10-12 days**
- By inducing ease in partner onboarding process, the partner portal quickly emerged as a **new Sales channel** for Tata Play
- The B2B Portal completely **digitized the whole customer experience** and with savings on operational cost and induced efficiencies in the B2B customer care processes by offering self-care options

Know more about our offerings

 [www.tothenew.com](http://www.tothenew.com)

 [Talk to Our Experts](#)

Connect with us |

