

Modernized legacy application & built a brand new streaming platform for Stitcher

About the Customer

Stitcher is a media company headquartered in New York that specializes in the creation, distribution, and monetization of podcasts. The platform also provides ad sales and distribution services to 300+ shows. Stitcher is also home to one of the largest podcast communities, giving listeners access to thousands of podcasts. In 2019, the ad revenue generated by Stitcher was USD72 Mn, which was 10% of the 2019 podcast ad revenue for the entire industry.

TO THE NEW remains a trusted partner for Stitcher, engaging with the team on Application Development, Mobility and DevOps.

Business Challenges

Stitcher, a pioneer in the US podcast industry, had a 12 year old legacy podcast application across Android & iOS. The platform lacked modern features like content discovery, offline viewing and various player functionalities, leading to poor user experience, along with the added disadvantage of a huge content database.

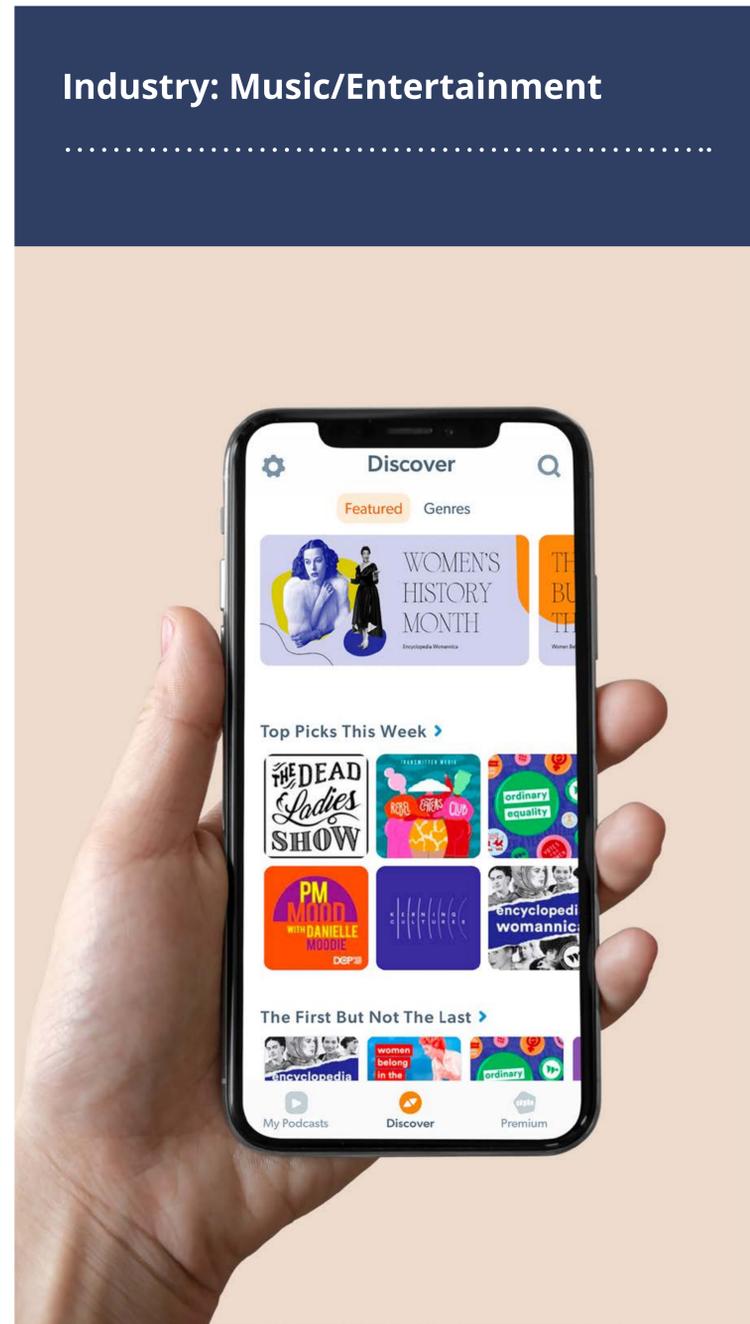
Stitcher needed to come up with a solution for the overall performance improvement of the legacy app on both android and iOS platforms. They needed a partner with a proven history of robust DevOps and Web development to modernize the existing podcast streaming platform.

Business Solution

TO THE NEW in collaboration with Stitcher helped revamp the entire user experience landscape. The TTN team helped develop new features which showed podcasts based on genres and interests to its audience.

- Migrated the media services API to Exo player for improving the player functionality and enhanced the overall podcast listening experience
- A complete revamp of the player, controls, settings and player queue

Industry: Music/Entertainment



- Android Auto and Alexa were also integrated in the app as part of this revamp
- Content discovery features were added like episode info page and the ability to filter, sort and search episodes on the show page
- **My Podcast** section was incorporated as space to access liked episodes, downloaded episodes and followed shows with the added feature of making a custom show group
- Migrated the entire code base from Java to Kotlin leading to a crisp, safer and minimal crash UX
- The offline experience was also refined for the mobile app

Technical Excellence Delivered

Being the primary DevOps partner for Stitcher, TTN worked to provide 24X7 support to the Stitcher team.

- Separate sections of content discovery based on genre & categories and a **personalized My Podcast section** were made to provide end-users with more shows to explore
- Flexibility to personalise the player experience was incorporated to better engage users and increase revenues for Stitcher
- **Service-based architecture** was created, and TTN utilized an open-source platform like Terraform to build non-production and production environments
- Creation of a concrete **CI/CD infrastructure with Jenkins and GitLab** to get the intermediate build to reach development environments
- Custom tools were created from scratch to map the differences between production and non-production environments & to speed up the build process in a continuous development model
- Containerized and structured all pre-existing services for Stitcher and **improved the infrastructure uptime from 75% to 99.99%**
- Created a flexible, reusable framework to evaluate the difference between environment variables of docker containers on AWS cloud
- End-to-end Monitoring and alerting was introduced by devops teams through Datadog in the Stitcher environment to ensure the availability and reliability of the AWS cloud infrastructure

Business Outcome

TO THE NEW worked with Stitcher to modernize their legacy app and provide support for continuous post-production improvements for Web, Android and iOS. TTN also helped to maintain and optimize their database with their DevOps support.

Some of the key business outcomes for Stitcher were:

- **99.99% uptime for Stitcher** infrastructure services including Database access, network availability and compute resources on AWS Cloud
- **827K installs** of the new Stitcher app on android
- **311K daily active users** on the new Stitcher platform with an average time spent 7 mins on the platform

- Since the launch of the new stitcher platform in November 2020, **5.6Mn users** have been onboarded, 69% on the web, 27% on iOS, 5% on android(10% rollout)
- **Zero-downtime deployments** on the production environment, resulting in cost-effectiveness
- Fast development and stable release of the new Stitcher platform, leading to a quicker launch, with a 100% roll out for iOS completed

Technology Stack



Know more about our Digital Engineering Services

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