

Published & packaged more than 1.5 million videos on OTT platforms for 12 regional channels of Zee TV

Engagement Overview

Zee TV was looking for a one-stop solution to capture, process, publish & manage its video content for 12 regional channels on OTT platforms (YouTube & Zee5) and optimize the content discoverability on these digital platforms to ultimately increase its subscriber base.

So Zee TV engaged TO THE NEW to manage their digital packaging & fulfillment requirements, keeping in mind TO THE NEW's agility, secure infrastructure & technical expertise. The team successfully managed seamless content delivery, consumption & monetization for 450+ videos daily with an exceptional TAT of 45 mins and 24*7 support. TO THE NEW also implemented various content optimization strategies that successfully increased the overall traction on these platforms.

About the Customer

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.

Business Objective

- Create a one-stop solution for video editing, metadata, imagery, and publishing while maintaining the required turnaround time for YouTube and Zee5 platform
- Optimize the engagement & discoverability of the content published on digital platforms

Solution Implemented

TO THE NEW served as Digital Packaging & Fulfilment partner and streamlined the workflow for managing & delivering Zee TV shows on YouTube, DITTO tv and Zee5. As Zee TV had strict security procedures, TO THE NEW team initially worked from Zee TV premises but later also deployed a team at their own office while establishing a Hybrid team structure.

Industry: Media & Entertainment

Highlights

- Published & packaged more than 1.5 million videos on all Zee's channels
- Maintained an exceptional TAT of 45 mins for publishing 450+ videos daily
- Zee Tv's Youtube subscribers grew to 35 million through optimization strategies. For example: specially curating content during festivals and making crispier short clips that aimed at converting viewers into subscribers
- Executed content engagement & optimization strategies which successfully increased the YouTube subscriber base and the organic traffic



- Published, packaged, monetized & optimized content for 500+ videos daily for 11 channels (Zee TV, Zee Bangla, Zee Kannada, Zee Marathi, Zee Tamil, Zee Telugu, AndTV, Zee Yuya, Sarthak TV, Zee Gujarati and Zee Oriya) with 45 minutes of TAT
- Ensured content publishing & packaging as per the metadata, platform and conformance guidelines
- Created multiple creative renditions of the videos like trailers, 5-minute episodic highlights, best moments, webisodes, mobisodes, custom-created content for special playlists, etc. to optimize the engagement on digital platforms
- Deployed a dedicated in-house team to create localized content for special VOD packages, metadata, title, descriptions, subtitles and custom video thumbnails with 24*7 support
- Extended support for additional requirements from Zee TV, like content distribution to other partners

Business Outcome

- Successfully published & packaged more than 1.5 million videos in 8 regional languages (Hindi, Tamil, Telugu, Bangla, Kannada, Gujarati, Marathi and Oriya) on OTT platforms with 24*7 support
- Optimized and packaged the content on YouTube to create engagement and successfully diverted the viewer from YouTube to Zee5 through the higher click through rate
- Achieved an exceptional TAT of 45 mins for publishing 450+ videos daily

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