



EROSNOW CASE STUDY

About

Eros Now is a video on-demand provider that's home to Bollywood's largest movie collection. Learn how our Media Platform helped them deliver a high-quality Bollywood streaming experience to viewers around the world.

The challenge

To meet global demand for the growing popularity of Bollywood films, Eros Now wanted to increase the distribution of its service to new devices, platforms, and service providers, and improve the quality of experience for these global audiences.

They also wanted to limit ongoing engineering resources and be able to deliver to any device or platform as well as support emerging technologies such as Dolby Atmos and 4K UHD.

Steep technology and platform licensing fees became a significant deterrent to traditional OVP and cloud-based streaming services. Eros Now needed to achieve the following:

- Deliver better video quality
- Reach global audiences
- Reallocate resources to research and innovation
- Reduce overall technology fees



Solution

The Verizon Media Platform provided an integrated streaming product with the capabilities to efficiently prepare and deliver video to any device while supporting emerging technologies such as Dolby Atmos and 4K UHD.

Our state-of-the-art technology in a pre-integrated platform removed the roadblocks of building and maintaining a streaming technology stack while eliminating the financial barriers associated with switching vendors. Eros Now could scale its video operations without massive upfront investments in technologies and integration resources. The Verizon Media Platform provides Eros Now with:

- A single, integrated platform for encoding, storage, delivery, personalization, and data
- A global delivery network built specifically for media
- Support for all major DRMs including license server management
- An innovative platform that continuously evolves with new technologies

Outcome

Before working with Verizon Media, Eros Now dedicated resources to integrate multiple cloud streaming technologies and manage them at scale. With our integrated streaming product, Eros Now can focus its development resources on improving the customer experience by developing and launching new features and forward-looking capabilities.

Field tests proved the Verizon Media Streaming product had superior resilience against India's challenging network conditions and delivered the highest-quality picture throughout the country. Verizon Media helped Eros Now achieve:

- Reduced video rebuffering
- Improved customer satisfaction
- Extended overall time per session
- Increased conversion of new and freemium viewers into paid subscribers

