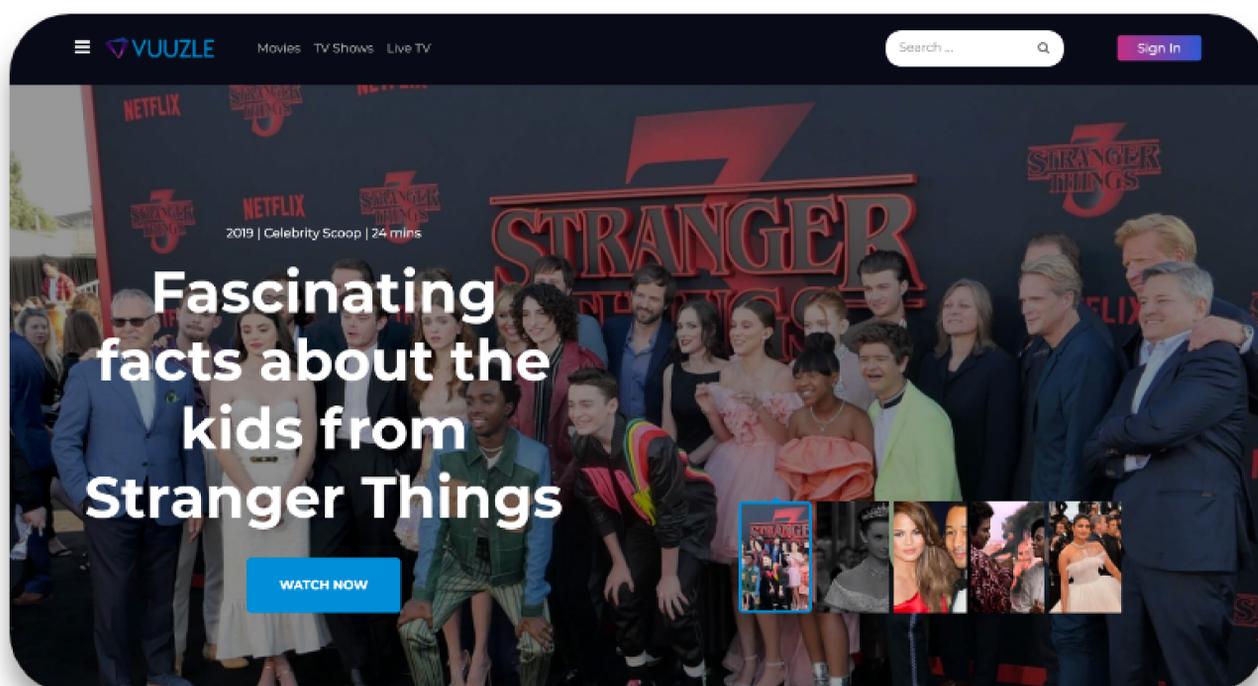




## VUUZLE CASE STUDY



## About

Vuuzle is a giant Media Production Company that is home to premium content from across the globe. Vuuzle while headquartered in Las Vegas has presence in countries like Philippines, USA, Dubai, Romania, England, Germany, UK, Indonesia, Hongkong, Ukraine.

## The challenge

Vuuzle decided to pivot its business strategy and become a complete video enterprise platform, putting consumers in control of the viewing experience. In order to do that successfully for a global audience, the company identified few major goals:

- Seamless integration of VOD, Live Streaming and Live linear channels with an EPG guide on 4 different screens.
- The content offerings were very broad from Movies, Celebrity and Hollywood TV Shows and Viral videos, as well as premium live linear channels. It required custom content curation that would ensure user engagement.
- Incrementally monetize all its content through subscription, transactional as well advertising model which would require custom AVOD management.

## The outcome

Vuuzle partnered with Dcafé and Verizon Media to navigate through complex tech landscapes and together turn their OTT vision into a reality. Along with its vast content library of movies and TV Shows, Vuuzle has also been able to build valuable global content partnerships for VOD, Live linear channels and Live events to ensure premium content offerings.

- Using the Verizon Media Platform for the video workflow and Dcafé for building a flawless user experience across platforms like web, iOS, Android and Roku.
- Video on demand, Live and Live Linear channel integration all managed through a single CMS.
- Infrastructure that can deliver flawless experiences to a large number of concurrent users globally.
- Realize higher advertising revenue per video impression with partners like SpotX.
- Multi-server architecture with LB and DR.

## Highlights

- Vuuzle has now established a solid footing in the marketplace allowing them to test new ideas and explore various monetization options and content partnerships.
- Monetization & Advertising - Optimized video ad delivery leading to maximization of ROI.
- Intuitive UI/UX designs that meld form and substance into a total user experience.