



HIGHLY SCALABLE
VIDEO ON DEMAND SOLUTION



One of India's fastest growing entertainment networks chose ConnectingDots Infotech as their global partners to build Ullu, a video-on-demand app aimed at the ever connected digital generation. In addition to entering the VOD platform, client sought to curate a huge repository of regional content, as well as create original, exclusive content for the app.

Challenges

As a media content producer, client wanted to capture and monetize audiences on the World Wide Web, specifically focussing on ever growing cell phone users. Client chose the generic popular monetization platforms like YouTube or Vimeo to start delivering the content. But later ran into challenges.

- ✓ **Monetization:** These platforms provided restricted monetization options and hence provided a reduced ROI.
- ✓ **Censorship:** Content Restrictions on these platforms, could result in removal of Revenue generating Videos from these platforms.
- ✓ **Branding:** After all the efforts from making the content to delivering it on Youtube, the Client still remained Yet-Another-Youtube Channel Creator.
- ✓ **Control:** Being dependant on these platforms & their policies, resulted in lack of control.
- ✓ **Revenue:** Client wanted to build a user ecosystem and have multiple entertainment products. To ensure revenue from a multiple Business Models, primarily a subscription based model.

ConnectingDots, set out to take the enormous repository of videos and package them all into an easy-to-use native app, for both iOS and Android. As the project involved working with several specialists and teams, we needed to ensure seamless collaboration to produce a glitch-free, delightful customer experience.

Solution

1
As Ullu's chosen development partner, ConnectingDots, helped build a highly scalable Subscription based Video On Demand Platform.

2
Targeting a wide range of users having a seamless access to entire content across Mobile Applications, Desktop Web and even SmartTV Applications.

3
Multiple Monetization approaches, viz. Subscription Based and Ads based. With competitive prices and even Pre - Subscription access to a wide range of content.

4
Having a custom self-owned Platform, provided client with total control over every aspect, including content management, monetization, censorship, Branding, Ads Revenue.

5
Delivery: Built on Highly Available and Auto - Scalable Amazon Web Services, coupled with Amazon Cloudfront CDN, ensures blazing fast content delivery across the planet.

6
Analytics: Full Scale analytics backbone with an interface engine and knowledge data store.

Impact



An enterprise grade, highly scalable platform enabling the client the reach out to a wide range of users world-wide.



Targeting the 90% users from India, that still prefer cash as the mode of payment, we introduced the Offline cash-based payment option on Ullu, allowing the client to reach out to a huge yet unexplored section of paying consumers.

Tools & Technologies



Let's make something great together



ConnectingDots
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