ValueLabs

Media and Entertainment

Be a part of the digital revolution

200+
Clients

88
Client NPS

74
Employee NPS

6500+
Employees

26
Global Offices

An award-winning trusted partner in all things technology

Over the last two decades, we at ValueLabs have worked relentlessly towards clients' success with our world-class technology solutions and helped them realize profits while delivering best-in-class services. The key to success is keeping up with the ever-rising technology and industry standards. With the fast-changing media and entertainment landscape, you can stand out with better customer engagement and accelerated transformation opportunities with our assistance.

About ValueLabs

ValueLabs is a global technology solutions and services company that solves technical challenges, ensures seamless service delivery, and migrates new acquisitions into the IT environment.

Powered by our innovation framework, The Digital Flywheel®, we keep our customers' business strategy at the core, and leverage our expertise in UX, Analytics, Automation, and Product Development to create sustainable business momentum.

This work includes unifying IT platforms across brands and borders, improving online service performance, simplifying payment processes, and deploying cutting-edge analytics – to unlock new insights into viewer behavior.

Hyper-personalize for richer cognitive experiences:
Stay closer to your customers with our solutions

The media and entertainment industry is undergoing a massive transformation, with advancements in technology and services. With the increasing competition among independent content creators and the rise of new digital platforms, the winner is the ones who can adapt to changing requirements and create new business opportunities.

Become a game-changer in the industry by catering for

Hyper-personalization	Data security	Accurate customer service

Delivering expeditiously	Offering flexibility

Profitability relies on reducing the total cost of ownership while engaging with new digital workflows built on automation and working in scalable, secure environments that can easily integrate with advanced AI.
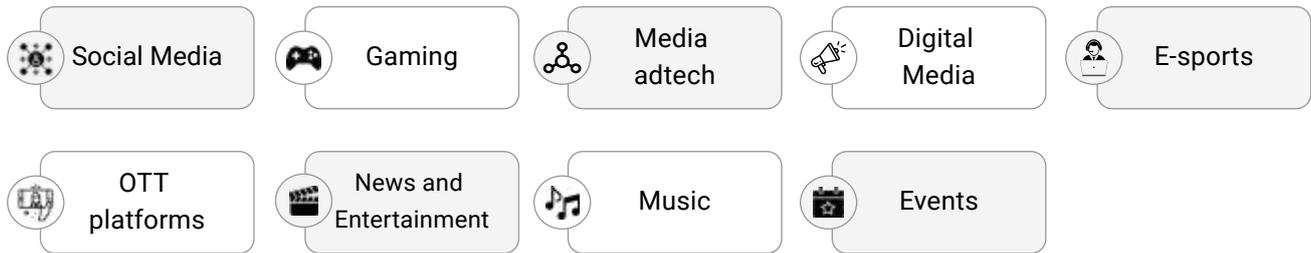
> *"Media and entertainment organizations are challenged with providing top-notch customer experience like hyper-personalized content, seamless content discovery and consumption, watch anytime-anywhere, etc. To support these features and functions, media companies need partners who understand the media landscape, derive insights from the data generated by multiple systems, and modernize the ecosystem – while keeping the costs low. At ValueLabs, our teams help M&E organizations with their modernization and digitalization journeys, with clearly defined end goals and KPIs."*

Ram Mohan Mahidhara
VP - Digital Consulting, Global Delivery

Industry Verticals – Sub Verticals

Social Media	Gaming	Media adtech	Digital Media	E-sports

OTT platforms	News and Entertainment	Music	Events

How can our services help you?

Take advantage of our 20+ years of experience in digital services and deliver a unified experience for your customers – across mobiles, desktops, and tablets.

Advanced analytics and Business Intelligence

With assistance from our team, customers built their advanced analytics and Business Intelligence platforms that helped in realizing additional revenue streams, closing revenue leaks, and increasing ARPU.

Ads and media sales

Your sales team can define and implement various campaigns with a one-stop ad planning and booking portal across all TV, radio, and digital platforms. By integrating with market research, decision-making is far more informed and the portal can calculate ad and media slots based on deal types and weight.

Digital transformation

Complex content workflow systems are powered with the help of our multiple media management platforms developed by our team. Right from getting raw content automatically from content providers, creating multi-screen content, and distributing through delivery networks, through to provisioning content for SVOD/TVOD generating advanced analytics for business users.

Cloud migrations

Business and operations support systems (BSS and OSS) were transformed into microservices, deployed on containers, and moved to the cloud, which used to previously run on-premises with legacy/monolith architectures. Our solutions helped in enabling end-to-end journey for several of our customers.

Product development and integrations

Whether your business has an infrastructure on-premises, in the cloud, or the best of both worlds, ValueLabs' experts will help you with everything from video workflows, to building and maintaining media asset management systems. With assistance from our highly skilled team, some leading media platforms integrated with various streaming services such as Netflix, Disney+, and HBO Max.

Middleware development

ValueLabs team conceptualized, designed, and built several customer-care channels for end customers and customer service agents. For example, the team assisted self-service channels in buying pay-per-view passes and helped create chatbots that can handle everything from billing details and paying bills, to upgrading or downgrading packages, and more.

Headend

We offer extensive experience in conditional access system integrations, copyright tracking for live channels, and set-top box app development and testing. We can handle all requirements from digital entitlement gateways, smart card tracking, and allowing headend purchases. We can deploy apps across multiple variants of set-top boxes with multiple headends, and a single backend to support.

Business and operations support systems

Our team will help you build, manage and operate a variety of BSS and OSS, from multilingual end-user portals for selling things like content and packs, creating customer care portals, and multilingual end-user chatbots. Our prepaid and postpaid integrations can help you understand more about revenue reconciliation, examine CRM integrations and extension development, and take a look at content aggregation and delivery.

Baseband

Get ready for a world of enhanced video content with real-time updates and feeds on-screen – all equipped with complete control. Create animations, lower-thirds, video, and graphic overlays. Apply stunning digital effects to live channels, and create standalone live video playout channels from offline content, with dynamic ad placements. Upgrade the platform's experience with pre-defined and dynamic multilingual text, image, and video rendering on live channels.

Customer self-service and customer service agent support

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Success Stories

Innovation centric software development - Developed an award-winning solution for Malaysia's leading Media & Entertainment provider

Enhanced uptime through legacy modernization for Malaysian client serving 5.7 million customers

Value Delivered

- Reduced ordering time from 3-7 days to a few seconds
- 70% of all incoming customer traffic managed through the self-service portal
- Positively influenced the client's revenue by a significant margin through increased customer interaction

Value Delivered

- The newly built system was load tested for up to 100 times peak traffic
- Increased system uptime to 99.99%
- Reduced infrastructure costs by 60% through serverless automation
- Enabled visibility into system health via Kibana dashboards
- Implemented automated deployment via bitbucket pipelines with static code analysis

The future: Supporting initiatives for a new-age presence

You can create the unified experiences customers want – across mobile, desktop, and tablets – by using our digital services and more than 20 years of industry experience. Analytical capabilities at a higher level will assist you and your clients in making informed decisions, driving business in new areas, and keeping you relevant in a continuously changing landscape.

Become a part of the new demand in the media and entertainment sector, uncover new value through exciting new partnerships, and rise up alongside today's and tomorrow's content creators. The future is more exciting and business-friendly than it has ever been.

Implement test automation across web, mobile, SMS, UMB, CRM, and more. The potential for savings through automation is incredible. Some businesses are saving millions of dollars through assurance engineering.

Gain transformational momentum

There is no other future but digital. And with that in mind, we know that change is constantly on the horizon. As a result, we provide an over-the-top platform designed to enable next-generation digital services and products. You can automate, transform, and expand from a single platform. In today's media and entertainment landscape, consumers are shaping a new future – let us work together on the solutions they need.

Get an expert opinion from our team on how you can transform your business with our media and entertainment industry solutions.

Talk to us!

To learn more about our services contact us at ✉ contactus@valuelabs.com