



**#DELIVERING
HAPPINESS**



The Wave of Change in Consumption of Media Content in India



“ people had to wait to watch their favorite movie...”

The entertainment industry has drastically changed for good, with the advent of technology. The way we connect and consume the content is no more traditional. Gone are the days when people had to wait to watch their favorite movie or a show on a television set. With the world running at its fastest pace, entertainment on the move and anything accessed anywhere is the norm of the day.



“ ..on-demand digital media have come to play. ”

With the exponential penetration of internet and smartphone new modes of media and entertainment domain, like the **on-demand digital media** have come into play. The surge in on-demand digital media usage, is the reflection of pace of lives, we are living and need for accessibility from anywhere.



One of the major factors that gave these digital content service providers an edge over traditional media like TV and radio, is the adoption of cloud technology and the high availability that it enables. The flexibility and scalability delivered through cloud, have helped the new age players, cater to the dynamic needs of today's generation. This has also challenged the status quo of traditional operators and entertainment providers, making them, move the modern way.

The entertainment domain which was once dominated by TV sets and radio boxes, saw a revolution, in form of YouTube. The revolution continued, leading way to multiple major players with Over-The-Top (OTT) video services like Hotstar, Netflix and Amazon Prime Videos and audio service providers like Wynk, Saavn and many more. In the last year, these platforms have seen a **whopping growth of nearly 100% in terms of subscriber base**. This speaks volumes about today's generation's entertainment demands which are inclined towards on-demand digital content. With the emergence of affordable internet services, the rural and internal parts of India are also walking towards multi-channel and multi-interfaced, approach to content, viz-a-viz the traditional mode of "TV Only".



The Need for On-Demand Digital Media

Customers are more demanding than ever before

Content on the move and on a click, is what today's consumers demand. This remains a challenge to the industry, because consumers' tolerance level is volatile.



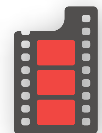
Handling of peak time traffic (e.g., live events)

Live telecast is the most looked up to alternative for most of the wanna-be's. Broadcasting a major event, live, attracts huge traffic, with everyone expecting a seamless experience. This has been a perennial problem, in the traditional ways of content hosting and telecast.



Quickly changing content preferences

Customers demand dynamic customized content. Delivery of such contents, in a traditional set-up, was and never will be a win-win, in terms of cost and customer experience.



Continuous expansion of content database

The digital content bank is ever growing, owing to the creative maturity in the creators and the versatile needs of the customers. To have all of these available, all the time, for anyone to access from anywhere is a bottle neck for the providers.



Security of the content

With the growing innovations in technology, the hack avenues are on rise. With content from different unauthentic sources coming on the internet, the scopes for various cyber attacks such as malware, ransomware, virus are higher, if the contents are not secured

How Pi Enables Media and Entertainment Industry to Share Happiness Seamlessly:

On-Demand Scalability & Agility



Being delivered out of a Software Defined Data Center(SDDC), Harbour1®, the enterprise-class cloud platform from Pi, ensures extreme scalability of infrastructure, at all levels, across compute, network and storage. Hosted on a highly scalable and agile infrastructure, the user experience of the customers, is always real-time, very much positive and beyond.

High Availability



Harbour1®, Pi's enterprise-class cloud platform, running on a TIER IV environment, ensures highest possible availability of the content/applications hosted. The 99.995 % uptime, is a warranty for the same.

Seamless Experience



Pi delivers a seamless parallel streaming experience to the consumers of the media/entertainment industry through intelligent content delivery by leveraging dynamic site acceleration for non-cacheable content. Customers can avail dedicated 100 GiG optical fiber lines and therefore, no matter how far the end users are from the origin server, they never experience any negative impact on the performance.

Effective Content Personalization Made Possible



Harbour1® offers cutting-edge cloudsolutions for the latest technologies like AI, Machine Learning and Analytics, to perform and deliver the best output. These solutions, help in delivering, more personalized experience to the end users.

Security



Industry grade, tiered perimeter and infrastructure level security technologies supported by multi factor authentication, are backed by some of the best in the industry security experts. Our built in intelligent Web Application Firewall (WAF) provides automated security from DDoS attacks, request limit violations and protocol violations. Our security parameters are customizable and configurable basis customer and infrastructure needs.

Cost Efficient



The content providers, experience a lot of bulls and bears in the streaming usage. The pay per use @Pi®, model cuts down on the back end, enabling cost and ensure the providers do not end up paying for the unused resources.