

EY Techathon 4.0 Executive Summary

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Case Brief

To position the upcoming OTT startup as a unique & competitive player in the market by leveraging Generative AI to enhance the OTT experience for the more evolved & relatively wealthier population of 50 years old & above, particularly those residing in the metros of South India. After analyzing the CJM, we propose a unique 3 phased solution – Content Generation, Customer Engagement, Ad Monetization.

Content Generation

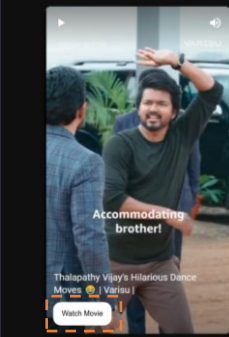
BIG IDEA

Generating content to increase inclusivity in users, to make content more personalized and to build connect. Also reducing the efforts to generate content through using AI.

Inclusivity by AI | AI to Create

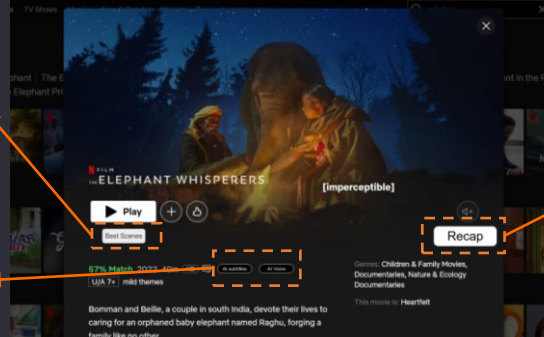
Click on **Shorts** and scroll most viewed scenes, songs & new creations of the same generated through AI (similar to YouTube shorts and Instagram reels)

[Click here to view prototype video:](#)



Jump directly to your/ viewers favorites

Gen-AI Subtitles & Dubbing



View **Recap** of previous season/ episode/ part of shows/ movies to help viewers stay in touch with old content

INDICATORS

Increase in web searches related to AI content

900%

Content creators think that AI-generated content as good as human-generated content










82%

Writers use AI to develop plot and characters and good storyline

37%

Business owners think AI is important for analysis and recommendation

75%

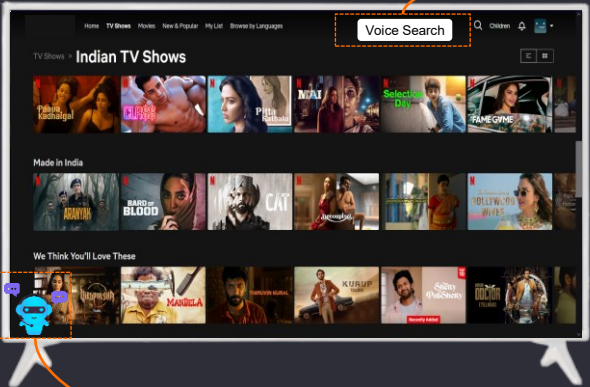
	Pain Point	AI aided solution	AI solution	Impact
1	Lack of content in familiar language, difficulty in understanding the dialogues	Subtitle and audio generation According to needs/trends of viewers content can be viewed in any regional language to provide inclusivity,	  Media.io Resemble.io For automatic subtitles & speech from speech/text	 Engagement Rate- 80% Conversion- 40%
2	Difficulty in recalling the story of previous series or movie parts. Need to know the overall theme of content to watch.	Video Content Generation Recap generation to keep viewer in touch with the content. Release of teasers & trailers to captivate viewers	 Cognitive mill	 Engagement Rate- 65% Conversion- 23%
3	Like to view some scenes or songs from particular series or movies, but not the whole movie.	Capturing the best shorts Providing most replayed scenes & popular parts of songs as well as remix of scenes/songs as shorts	 Amazon Rekognition	 Engagement Rate- 78% Conversion- 35%
4	Sometimes the viewers have less time and want to watch a short movie(10-15 min) for entertainment	Apart from the general content Automatic generation by only providing script as text, to engage viewers for shorter time as well	 Sassbook AI	 Engagement Rate- 72% Conversion- 28% EY

Customer Engagement

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Ensure maximum satisfaction and ease of use by tapping into nostalgia and emotional connections of the audience.

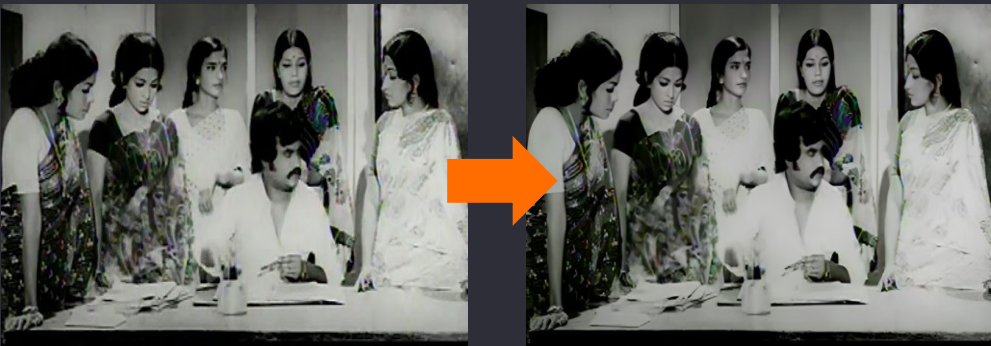
Personalized AI | AI to Upscale



Separate option for **Voice Search**

Voice Assistant with capability to adapt to a family member's voice for a more personal user experience

Upscale old movie video and audio for same nostalgia but with better viewing experience



INDICATORS

95% AI will take customer interactions by 2025










AI assistant users favor speech recognition 55%

54% AI share on streaming platforms by 2024.

Business transformation failure in absence of AI 80%

47% AI driven OTT subscriber churn rate

Firms believe chatbots can generate large ROI 57%

	Pain Point	AI aided solution	AI solution	Impact
1	Age driven difficulty in platform navigation due to complex interfaces lead to limited content exploration.	Intuitive Voice Search Enables seamless search for movies and songs, enhancing accessibility and user experience significantly.	 Google Cloud Speech-to-Text API	 Engagement Rate- 74% Conversion- 20%
2	Our target user base struggle with tech-savvy voice assistants, who do not understand regional accents lacking personal touch	Friendly Adaptive Voice Assistant Tailored to the warmth of a family voice, & regional nuances, fostering a more engaging interaction.	 Amazon Polly an AWS service	 Engagement Rate- 80% Conversion- 25%
3	Dissatisfaction due to low-resolution of old content, leading to diminished viewing pleasure and a desire for better visual quality	Precision Video Upscaling Enhances low resolution old movies, evoking a nostalgia with superior visual quality of same old content	 Topaz Labs Video Enhance AI	 Engagement Rate- 82% Conversion- 35%
4	Age driven hearing problems lead to inability to understand unclear audio in old movies leading to difficulty in understanding dialogues	Crystal Clear Audio Enhancement Improve audio quality by enhancing unclear audio pieces ensuring crisp sound for an immersive experience.	 NVIDIA RTX Voice	 Engagement Rate- 60% Conversion- 30% 

Monetization

BIG IDEA

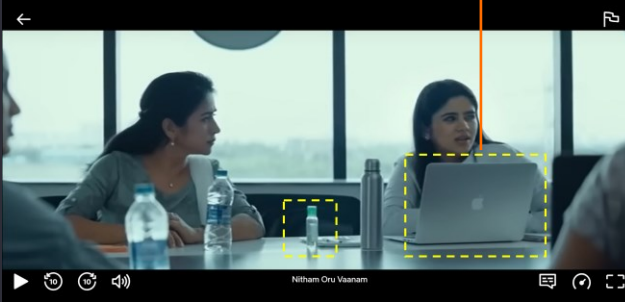
1. Three subscription plans – free (ad supported), basic and premium.
2. An advertising solution that recognizes objects/brands, provides personalized ads based on user mood & content, adapts ad language, & tailors deals to boost user engagement and loyalty.

Objects being dynamically identified from video

Ads notification sent to mobile



Dynamic Language ad



[Click here to view Prototype video 2:](#)

Nearest retailer based on device location

Clickable Ads



SVoD revenue
expected to increase at **19% CAGR** of and reach \$2.9 Bn in 2027



AVoD revenue
expected to increase at **16% CAGR** and reach \$2.4 Bn in 2027



Share of revenue from Digital ads
increased from 12% in 2016 to **40% in 2022**



Only **11%** of the respondents of our survey (59 responses) believe that they get **relevant ads on OTT platforms**

Opportunity

AI aided solution

AI solution

Impact

1

Audience is often interested in knowing and buying the clothes/accessories/appliances used by actors

Smart Brand & Object Search
Identifies the objects & brands visible in the scene. User can see brands in a different tab & also get notified on phone



Google Video Intelligence AI


Engagement Rate- 80%
Monetization Rank - 1

2

Currently ads displayed consider only limited static data about user demographic and needs

Personalized Recommendations
Ads shown will consider dynamic data like user mood and current interests based on content being consumed


Gen AI for custom video ads



Engagement Rate- 80%
Monetization Rank - 2

3

Currently ads displayed are restricted to few languages and is not associated with the language used in content being consumed

Dynamic Language Ads
Ad language is decided based on content and subtitles of the content being played.


Google Natural Language API



Engagement Rate- 60%
Monetization Rank - 4

4

User's propensity to buy a subscription plan and switch to other platforms can be detected and influenced

Tailored Deals and Offers
Understand and identify user behavior and offer personalized deals to upscale users and reduce churn


VOZIQ AI for customer retention


Engagement Rate- 40%
Monetization Rank - 3