multi tv

2024-2025

CASE STUDY

PTI Transformation

OVERVIEW

Client and Solution

PTI, India's premier news agency, has been a crucial source of news in text and photo formats to various media outlets. Recognizing the evolving landscape of media consumption, PTI ventured to integrate video services and live streaming into their offerings, aiming to consolidate text, photos, and videos on a singular platform for enhanced accessibility and engagement.

Project Case Study of

PTI

PROBLEM STATEMENTS

WHAT THE CLIENT WANTED

PTI sought to extend its traditional news delivery services to include dynamic video content and live streaming, aiming to provide a more comprehensive and engaging news experience. The challenges they faced included:

- Integrating video content with existing text and photo services seamlessly.

- Offering live streaming capabilities alongside regular news updates.

- Managing content in varied formats from numerous contributors.

- Streamlining the dissemination of key news moments across platforms.

- Ensuring a user-friendly interface for both backend operators and end-users.

SOLUTION

The Comprehensive PTI Transformation by MultiTV

MultiTV approached PTI's objectives with a detailed, phased plan:

1. Unified Platform Development:
   - Created PTIvideos.com as the central hub for video news content.
   - Developed a versatile CMS for reporters to upload news in various formats.

2. Enhanced Content Management:
   - Implemented a system for live streaming with immediate news alerts.
   - Facilitated real-time video editing and corrections.
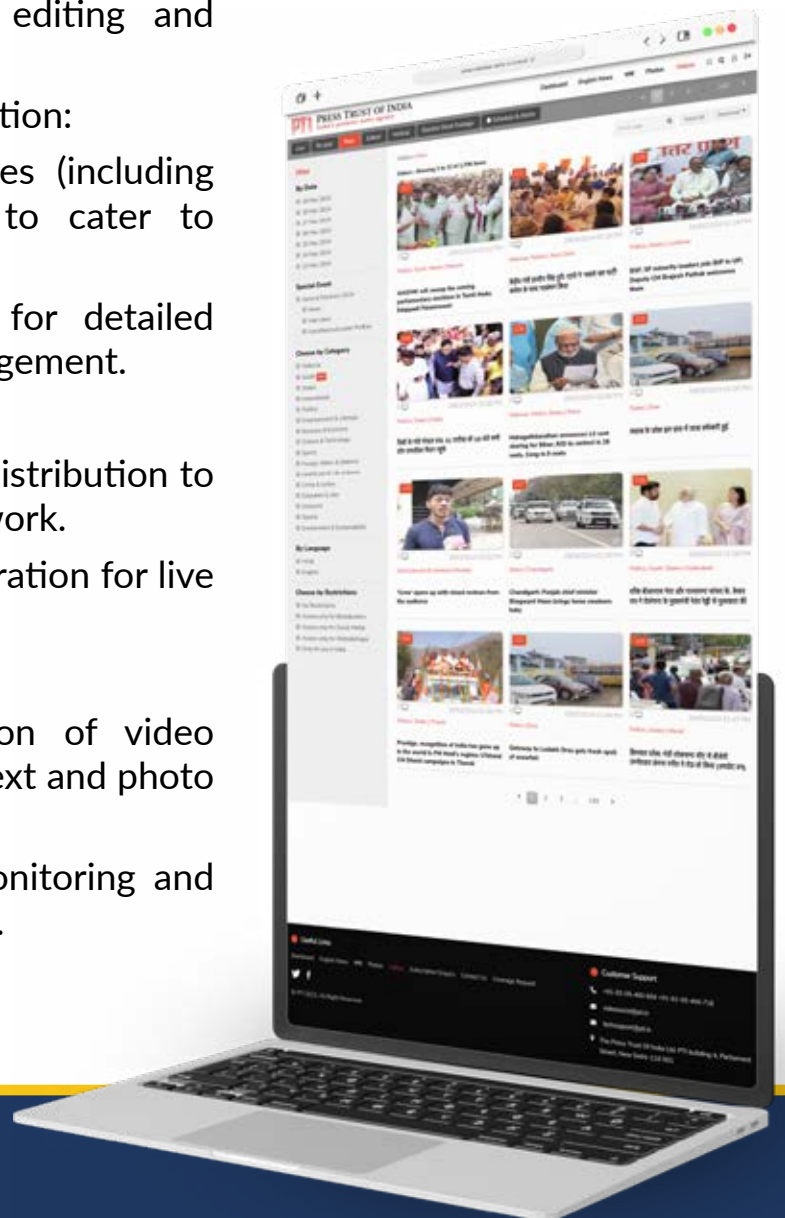
3. Website and Admin Panel Creation:
   - Built four dedicated websites (including B2B and B2C platforms) to cater to different user needs.
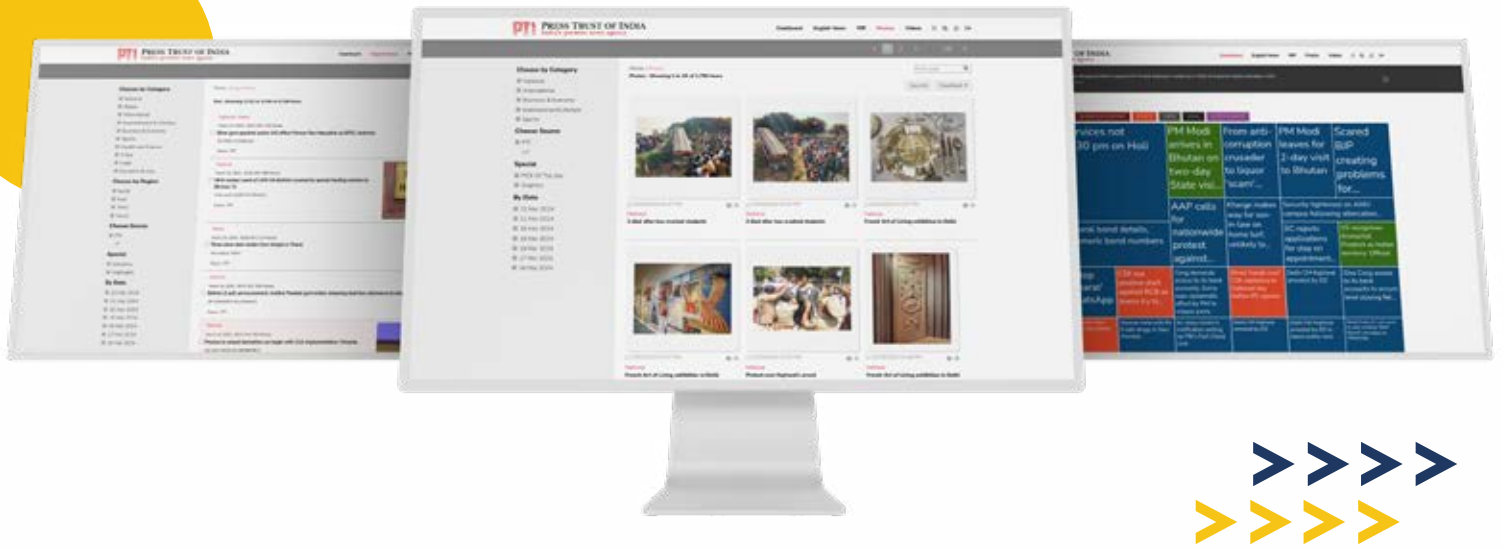   - Designed an admin panel for detailed subscriber and content management.

4. Diverse Content Delivery:
   - Enabled API-based content distribution to cater to PTI's vast client network.
   - Introduced set-top box integration for live video access.

5. Deployment and Optimization:
   - Ensured seamless integration of video services with PTI's existing text and photo offerings.
   - Continuous performance monitoring and user experience optimization.

RESULT

The Final Outcome

The initiative led to transformative outcomes for PTI:

1. **Comprehensive News Delivery:** Successfully integrated video with traditional news formats.

2. **Enhanced Viewer Engagement:** Introduced engaging live streams and video content.

3. **Efficient Content Management:** Streamlined content operations through a robust CMS.

4. **Expanded Distribution:** Broadened news dissemination through websites, set-top boxes, and API integrations.

5. **Increased Subscriber Satisfaction:** Improved content accessibility and variety for subscribers.

This case study exemplifies MultiTV's ability to modernize and expand the content delivery ecosystem for one of India's leading news agencies, propelling PTI into the new era of digital news broadcasting.