

Custom Cloud Platform To Streamline Media Distribution Worldwide

Client

The client is into global digital and VOD distribution service provider for all major studios and Independent filmmakers. The company has been rated as one of the best VOD aggregators for iTunes, Netflix, and several other VOD platforms.

Challenges

- To analyze the availability, quality, and pricing of title listings and promotions in global digital stores and streaming platforms.
- Collection of metadata and local listings for millions of movies and television shows to improve content discovery and engagement.
- To update rating in PDX & Feed Viewer by Spherex delivery.
- Re-processing Spherex ratings or advisories through Postman.

Solution

- Navtech team developed a platform using cloud-based infrastructure to ensure scalability, reliability, and security.
- Title records were cleansed, normalized, localized and made ready to use.
- All testing procedures are automated.
- The local age rating was enabled to make the content organized and updated for both PDX & Feed viewer.
- API integration was also enabled allowing users to share content on different platforms.
- Webhook was integrated for updating ratings.
- Clear title updates were provided in both PDX and Feed Viewer.

Technologies & Platforms

BACKEND



FRONTEND



CLOUD VENDOR



INTERGRATIONS



TOOLS



Outcome

- The media portal QA solution helped Client to overcome their challenges to establish a robust QA process that ensured a well-functioned portal delivering optimal user experience.
- The platform provided a scalable and reliable solution that automated Client's testing process, reduced their time to resolve bugs and issues, while releasing the portal on-time.