Leader

"Cognizant's strength lies in differentiated video engineering, connecting multi-device development with QoE intelligence and data-led discovery. Its DTC proposition stands out by linking personalized streaming experiences with monetization."

Yash Jethani

Cognizant

Overview

Cognizant is headquartered in New Jersey, U.S. It has more than 357,600 employees across over 50 countries. In FY25, the company generated $21.1 billion in revenue. Cognizant provides OTT, streaming and audience experience services across D2C platform engineering, multi-device applications, content discovery, personalization, audience analytics and real-time quality monitoring. It integrates branded media and fan-engagement solutions with AI and engineering platforms, including Video Insights, Fan DX, Fan Persona Engine, Neuro® AI Decisioning, Moment and Flowsource™. Cognizant also supports managed streaming operations through global delivery and 24/7 command center models.

Strengths

End-to-end OTT engineering: Cognizant integrates OTT platform engineering, content management, applications, testing and operations. For a client, it modernized a platform serving more than 45 million subscribers across over 150 countries, coordinating more than 120 services and 5PB of content, demonstrating delivery at complex OTT scale.

AI-driven discovery: Cognizant combines video, audio and transcript analysis with Video Insights™, Neuro AI Decisioning™ and Fan Persona Engine™ to enrich sparse metadata and improve contextual discovery. These capabilities deliver personalized experiences through AI-driven search, recommendations and audience segmentation.

DTC monetization: Cognizant's DTC Media Solution connects content distribution, subscriber experience and monetization, supporting multi-endpoint delivery, personalization, subscriptions and advertising. This integrated model enables streaming providers to modernize DTC ecosystems while linking experience improvements to revenue opportunities.

Streaming modernization: Cognizant uses Flowsource™ and Neuro® IT Operations to modernize fragmented streaming environments across engineering, operations and experience. For a large media distributor, it delivered $24 million in annual revenue growth, 35 percent lower IT spend and 76 percent faster digital-feature delivery, alongside personalization and new genre packs.

Caution

Cognizant combines OTT engineering, QoE monitoring and AI-assisted testing, but provides less detailed proof on low-latency delivery and adaptive bitrate optimization. Expanding quantified playback benchmarks and device-specific evidence would strengthen confidence for latency-sensitive streaming workloads.

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