



## Cognizant® Direct-to-Consumer Media Solution

# Capture the wave: a winning streaming strategy

### A market of exponential growth

In December 2020, Disney+ reached 87 million paid subscribers, just a year after launch. The service is forecast to have 260 million subscribers by the end of 2024<sup>1</sup>. In April 2020, Netflix reached 182 million subscribers, after more than 15.7 million people signed up in the first three months of the year<sup>2</sup>.

But Disney+ and Netflix are outliers: out of a market saturated with over 200 choices, not all services will last. Over the coming years households will settle on four or five services of choice.

The pandemic has of course accelerated the trend. Streaming jumped 71% year on year in the UK<sup>3</sup> and doubled in the US<sup>4</sup>. The race is on as contenders look to strengthen their direct-to-consumer streaming services and secure a berth among the winners.

### Understanding the challenge ahead

We understand the complex path that content providers need to navigate. Leaders must rapidly address a steep transition to enhance their direct-to-consumer capabilities amid a backdrop of immediate and long-term opportunity. This means integrating new technologies and modernizing processes that drive high priority outcomes, such as improved customer experiences and retention.

Moreover, it's not just about production, distribution and monetization of content. It's about creating an effective direct-to-consumer service that delivers superior customer experiences, hyper-personalization and optimized revenue from both subscription fees and advertising.

Winning businesses are the ones that can successfully transition and leverage data, analytics and AI to attract, convert and retain viewers during this new era. They'll gain a significant, long-term advantage over rivals.

Every content service provider will soon have a direct-to-consumer streaming service, but over the next three years, households are predicted to stabilize on four to five streaming services of choice.

---

Source: Ovum - The New Wave of Direct-to-Consumer Video Platforms.

<sup>1</sup> Variety: Disney Plus to Increase Prices in Early 2021

<sup>2</sup> NY Times: Everyone You Know Just Signed Up for Netflix, April 2020

<sup>3</sup> BBC: TV watching and online streaming surge during lockdown, August 2020

<sup>4</sup> Nielson: Streaming consumption rises in U.S. markets with early stay-at-home orders during COVID-19, April 2020

## Our solution

Cognizant makes success happen. We provide consulting and technology services across the entire content supply chain, helping launch, scale and enhance direct-to-consumer streaming services for leading media, entertainment and internet companies. Our solution is a comprehensive, revenue-focused approach that brings together business processes, systems and technology to enable clients to scale, strengthen and future proof their direct-to-consumer capabilities.



### Flexible content distribution

Our agile, flexible and scalable approach ensures your content supply chains are dynamic, enabling distribution across multiple end-points, platforms and territories effectively. This framework allows us to roll out new media workflows, incorporate the latest formats and balance load on a real-time basis. All with zero compliance risk.



### Enhanced subscriber experiences

We support your customers across all channels. We embed end-to-end capabilities and build and manage customer data platforms that strengthen subscriber experience, personalize content and increase marketing effectiveness. We also help reduce subscriber churn and increase engagement by monitoring issues that result in poor video quality.



### Smart monetization

We drive revenue for our customers by leveraging data, AI and ML to improve subscription, advertising and new revenue models. We help customers gain better insight to online and offline behavior, understand consumer propensity and build high-performing data platforms. By doing so we increase the effectiveness and ROI of paid advertising and reduce sales and campaign execution costs. We also enable content owners to retain, convert and build subscription revenue.

## Our methodology

1

### ASSESS AND IDENTIFY GAPS

Use Cognizant's direct-to-consumer framework as a diagnostic tool to examine existing implementation and roadmap needs. We quickly identify and categorize gaps.

2

### DEVELOP WINNING STRATEGY

Map our data, AI, ML, experience, engineering and automation-centric solutions to bring forward a customized approach to address these needs.

3

### ACCELERATE LAUNCH

Leverage automation to rapidly deploy and scale our managed and custom-purposed services and solutions.

# Why Cognizant?

We're the provider of choice for top media and entertainment companies because of our extensive industry experience, best-in-class partnerships and ability to deliver at speed and scale. We've been helping businesses in the market transition from traditional models to direct-to-consumer for over a decade and are currently working with the top three cable providers, four of the top five studios and six of the top media companies.

Our clients value our multi-disciplinary approach and capabilities that span the entire media value chain. Our solution is not just another short-term tech project, but a strategic initiative that covers the entire direct-to-consumer streaming ecosystem.

In uncertain and challenging times, business, customer and technology : leaders across the industry are looking to us to help them tackle their biggest problems, and to accelerate and transform their direct-to-consumer streaming service.



To learn more, visit [cognizant.com/cmt-solutions/media-entertainment](https://www.cognizant.com/cmt-solutions/media-entertainment)

## About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](https://www.cognizant.com) or follow us @Cognizant.

## Cognizant

### World Headquarters

300 Frank W. Burr Blvd.  
Suite 36, 6th Floor  
Teaneck, NJ 07666 USA  
Phone: +1 201 801 0233  
Fax: +1 201 801 0243  
Toll Free: +1 888 937 327

### European Headquarters

1 Kingdom Street  
Paddington Central  
London W2 6BD England  
Phone: +44 (0) 20 7297 7600  
Fax: +44 (0) 20 7121 0102

### India Operations Headquarters

#5/535 Old Mahabalipuram Road  
Okkiyam Pettai, Thoraipakkam  
Chennai, 600 096 India  
Phone: +91 (0) 44 4209 6000  
Fax: +91 (0) 44 4209 6060

### APAC Headquarters

1 Changi Business Park Crescent,  
Plaza 8@CBP # 07-04/05/06,  
Tower A, Singapore 486025  
Phone: + 65 6812 4051  
Fax: + 65 6324 4051