



## CLIENT CASE STUDY

# ASIAN SVOD PROVIDER DELIVERS DIGITAL CONTENT EXPERIENCE TO OVER 1 MILLION SUBSCRIBERS

### THE CHALLENGE

The world of content is vast and growing exponentially. In this crowded field, media and entertainment companies are competing against digital-first brands like Netflix and Hulu. Consumers have also grown accustomed to watching their favorite content anytime, anywhere, on any device. To meet consumer demand and stand out from the competition, any new streaming service must be wrapped in an engaging digital content and commerce experience.

CSG worked with a prominent media and entertainment brand to deliver a premium video streaming service to a key Asian market. The customer needed to enhance their subscription video on demand (SVOD) service in addition to transactional video on demand (TVOD) content.

### THE SOLUTION

To deliver engaging and innovative digital experiences, the customer required a platform that would help them monetize content, provide secure streaming and downloads, and manage entitlements. By utilizing CSG Ascendon, a SaaS, cloud-based digital monetization solution, the customer can offer a premium storefront experience. End users can browse, order and watch movies and television from the customer's world-class content library, consisting of nearly ten thousand titles. Consumers can enjoy top-tier content on a variety of devices, or in the comfort of their living rooms.

Ascendon provides a graphical, double-byte character set interface so end users can search for and find content in their native language. And the solution supports consumer experiences built for computers, mobile devices and smart TV platforms.

BY USING CSG ASCENDON, THE CUSTOMER WAS ABLE TO SUPPORT:

**MILLIONS OF VIEWS EACH MONTH,  
GENERATING THOUSANDS OF DOWNLOADS  
1.4 MILLION SUBSCRIBERS**

### THE RESULTS

Using Ascendon, the customer was able to deliver an immersive SVOD experience in less than six months, including streaming services, catalog metadata management and regional operator payment orchestration. The customer utilized a hybrid model that supports TVOD titles with limited availability, as well as a vast underlying SVOD catalog featuring thousands of titles. Utilizing this model allowed the customer to monetize top popular releases and respond to consumer demand for content availability and downloads. The customer is now capable of supporting millions of views each month, generating thousands of monetizable downloads.

Ascendon makes it possible for the customer to provide an engaging and immersive customer experience to over 1.4 million total subscribers. By using CSG Ascendon, the media and entertainment brand is well-positioned to stand out in the crowded streaming market.