

TV platform consolidation with Accenture Video Solution



Delivering multiple brand digital video services doesn't have to require multiple video platforms.

When multiple streaming brands exist within the same organization – frequently a result of merger and acquisition activities – businesses are faced with the challenge of streamlining operations while maintaining each brand's integrity. Managing separate strategies, user experiences and brand identities is critical for multi-brand streaming businesses.

With Accenture Video Solution (AVS), we're enabling organizations to centralize, grow and optimize all branches of their multi-brand video business from one platform.

Our approach

AVS's multi-tenant capability allows all brands in an organization to utilize the platform's core functionality, while configuring features and content to meet each brand's specific needs. Businesses no longer need to create features or device apps across every platform in their portfolio, speeding time-to-market and reducing resources required.



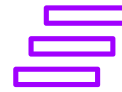
Optimized efficiency and innovation with one configurable backend across brands, instead of duplicating work across multiple platforms



Reduced TCO through establishment of multi-brand convergent backend platform



Individual brand flexibility for catalog, user experience, commerce and device policies



Proven approach to TV platform migration reduces risk and ensures a smooth transition



Adjacent digital video offerings to drive new service offerings, grow ARPU and reduce churn

Up to **30%** reduction in infrastructure cost

Up to **40%** reduction in device costs

Up to **30%** reduction in system integration, operations and release upgrade costs

Up to **20%** reduction in cost of innovation capacity by sharing across brands

Up to **30%** reduction in metadata and content costs

Up to **15%** reduction in ecosystem costs

Multi-brand operations with AVS

AVS provides a centralized platform with the tools users need to configure settings for separate brands. All brands benefit from product updates and improvements, with no need to maintain separate product roadmaps.



Why Accenture

Accenture is a leader in technology transformation for the Comms & Media industry driving down technology and operational TCO while increasing profitability. With AVS, we pair a market-proven platform with deep industry knowledge and advanced technical expertise to deliver a true end-to-end solution for streaming businesses. Contact us to see why some of the most influential digital video businesses worldwide are powered by AVS.

AVS by the numbers

300+
features

100M+
users

10M+
concurrent
viewers

14
deployments
worldwide

Sagar Gordhan

Associate Director, Product Management
Accenture Video Solution
sagar.gordhan@accenture.com

Mariya Dimitrova

Senior Manager, Software Sales
Accenture Video Solution
m.yordanova.decheva@accenture.com