We work with **top brands** to produce engaging streaming media applications with a **platform** that sets the bar for the future of how to do OTT.

Globant
we are ready

Why Choose Globant?

Because we are strategic can execute - working with clients large and small to transform their business leveraging the latest in technology from cloud to glass to engage consumers and drive ROI.

We closely watch every trend and track the evolving capabilities across all platforms and markets. Our software teams are unmatched in skill and scale and we can engage in a wide variety of models that meet each of our client's unique needs and objectives.

IDC MarketScape Worldwide Digital Strategy Consulting 2016

Globant Today

Select Clients

BBVA · TimeWarner · CISCO · EA · FOX · pwc · PR Newswire · Linked in · SONY PICTURES

Disney · Google · EMC² · Jefferies · zynga · Sabre · WPP · COMCAST · Bally TECHNOLOGIES

AMERICAN EXPRESS · Southwest · LATAM AIRLINES · AEP ENERGY · SONY · F · NATIONAL GEOGRAPHIC · Coca-Cola
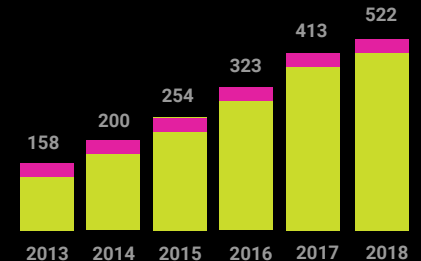
Recognition

IDC

Globant is recognized as a Worldwide Leader of Digital Strategy Consulting Services by IDC MarketScape report.

Expertise at Scale

+ 8,400 employees

20 Studios

Growing Company ($MM)

2013	2014	2015	2016	2017	2018
158	200	254	323	413	522

Globant we are ready

Our **MEDIA OTT STUDIO**

EVERY PIXEL, EVERY SCREEN. We design build and launch premium video experiences across all types of consumer devices that drive user engagement and increase monetization. With North American offices in Seattle, San Francisco, LA and NYC and Delivery Centers across the world—we've been creating streaming video solutions for brands large and small for over a decade.

Media brands that trust us

hulu   Disney   HBO   TUrner   NETFLIX   Alaska   DOLBY

Premier Platform Partners

Established relationships with Roku, Apple, Sony, Microsoft, Google, & Amazon, Ooyala, iStreamPlanet

Billions of Hours of Video

From live linear to VOD and Live events – we've done it all for every business model under the sun.

OTT as a Service

Our OTT Product - Signal helps media companies quickly launch, monetize and manage their content on all platforms.

Worldwide Leader in Digital

Globant (NYSE: GLOB) helps companies digitally transform their businesses and is recognized by IDC as a Leader in Digital Strategy Consulting Services.

Our **MEDIA OTT STUDIO** Practices

We understand and provide services that support the entire streaming supply chain; from ingest and transcode to user experience and playout. Here is a sneak peak of how we do it through our practices:

Streaming Strategy

Winning in digital media begins with a deep understanding of industry dynamics, identifying how trends disrupt the competitive landscape, and establishing methods to enable and encourage ongoing innovation. Our team of strategists, engineers, delivery managers and designers help media companies turn their content offerings into successful digital businesses.

Multi-Screen Design

Designing an experience that works for every screen is challenging. It's much more than scaling across screens; it's understanding the content types & taxonomy, metadata, target users, business model, and defining a meaningful experience. We closely watch every trend and track the evolving capabilities across all platforms.

Bespoke Development

Craft your custom experience. Our professional services team creates streaming experiences that showcase your content and drive business value across any screen.

Signal - OTT as a Service

Signal enables media companies to reach and engage customers across every screen. It allows them to manage and monetize Live and VOD content. Publishers can quickly launch these best-in-class experiences and dynamically update content and styles through the Signal Portal. Our cutting edge modularized technology allows our clients to choose between a full service or select items to fit the right need.

OTT adoption and consumption are growing but developing and managing OTT apps is complex and expensive.

One-off application development and ongoing updates is very costly. Designing the right experience for your audience is hard across all the screens your customers want to consume your content on.

It's time for a better way to OTT.

Globant
we are ready

Signal: Interactive OTT as a Service

Fast-to-market, robust OTT platform that drives user engagement and ROI

Reach any screen with Native Applications

| iOS | Fire TV | Android | Apple TV | Roku | Xbox One & Windows | VR | PS4 | Smart TV | Web |

Robust Tailored Experience

Showcase your Brand with an array of presentation customizations and interactive views to showcase your content

Live Updates via OTT CMS

Manage the content, promotion, and layout of your assets dynamically in your apps.

Ads, Analytics, Auth & More

Pre-integrated with industry standards such as GA, Freewheel, DFP and Adobe Pass.

Start to Launch in Under 30 Days

Designed, Built and Tested – ready to submit in a month. Engage your market fast.

Dynamic Control

The Signal App CMS makes it
possible to manage content, curate
collections, modify navigation
experiences and even theme your
apps—all without time consuming
and costly submission, certification
and store update cycles.

COLORS

FONTS

Page Title: Helvetica

Page Subtitle: Baskerville

Body Copy: Baskerville

Metadata: Helvetica

Tailored Experience

Your Brand and content are the showcase while the platform offers flexibility to create the experience you want for your viewers and meet your business model.

We work with you to design the perfect OTT experience that seamlessly translates to every screen.

Native Apps

Modern and natural application experiences put your content first, while taking full advantage of the capabilities and interface design guidelines of every single platform.
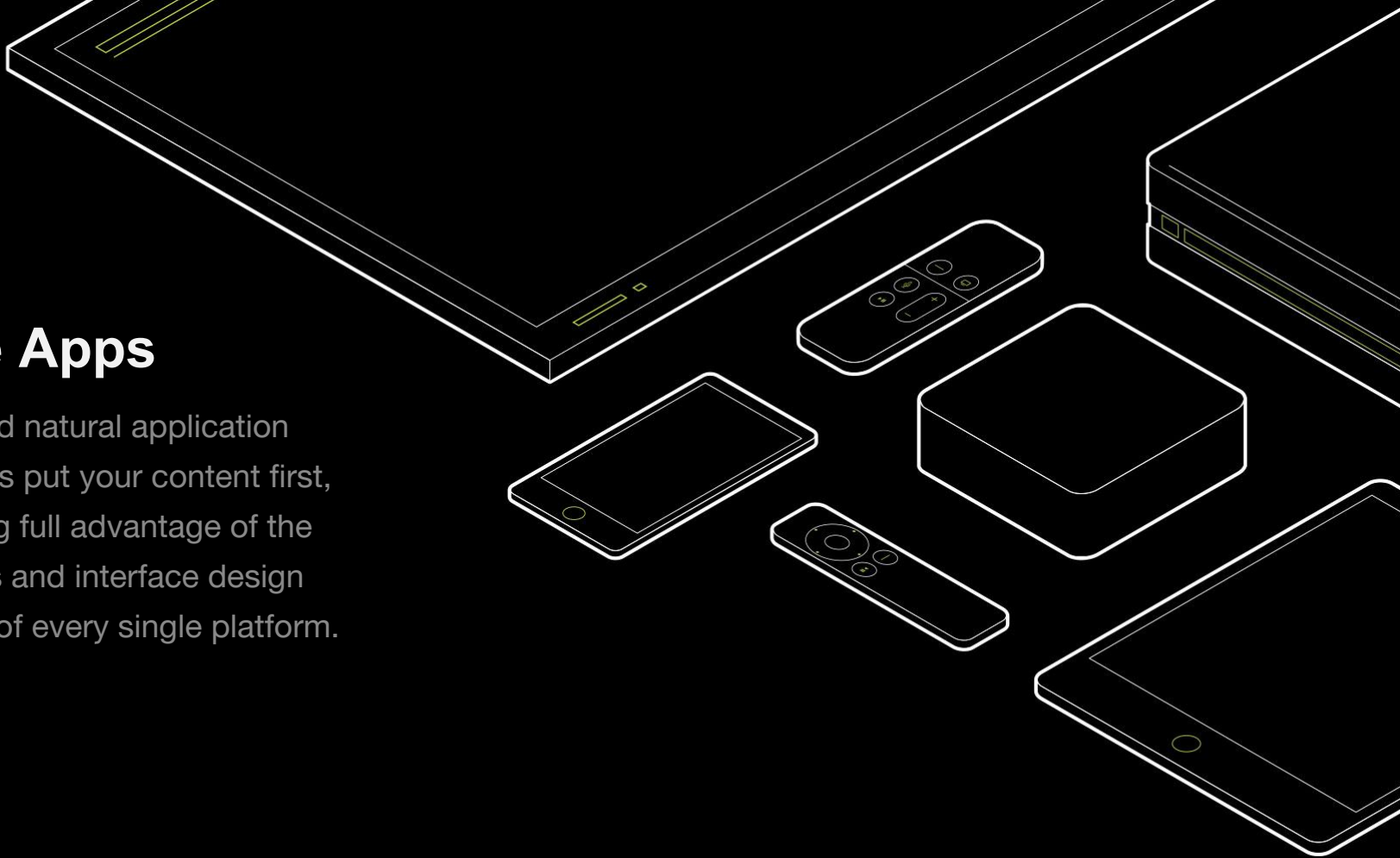
Interactive OTT

Signal provides Gaming Tools, Social Interactions, Comments, Likes, User Generated Content and Second Screen tools to deeply engage your audience.

The bi-directional platform enables deep insights of your audience increasing session times and user recurrence growing monetization opportunities.

187

1376

Comment

Share

whisk

Pluggable Integrations

Video experiences require a number of components to work and we've integrated with the industry's best for ads, authentication, and analytics so that you can monetize, engage and measure your content's success

Technology Partners & Expertise

Media
Ooyala
Brightcove
Chromecast
Widevine
BuyDRM
Comscore Streamsense
Comscore VCE
Primetime
Secure Media
MPX
VisualOn
Anvato

Analytics
Google Analytics
Omniture
Crashalytics
Flurry
Nielson
Crittercism
Comscore
Audience Manager
UTest
ForeSee
HockeyApp
Clickstream
Splunk

AdTech
FreeWheel
UpLynk
SessionM
Google/AdMob
iAd
TUNE - Mobile App Tracker
Tremor
Millennial
Conviva
ShareThrough

Authentication
Adobe Pass
Akamai Identity Services
Cleeng
Custom Solutions
iOS iTunes In-App Purchasing
Android Google Play In-App
Purchasing
Amazon App Store In-App
Purchasing
Roku In-App Purchasing
Xbox Billing

Compliance
PCI
HIPPA
COPPA

Social
Facebook
Twitter
Urban Airship
OneDrive

Networking
Bluetooth/LE
Bluetooth
Wifi
NFC
Beacons
New Relic

Globant
we are ready

Partner Integrations Workflow

Capture
Live Linear VOD

Ingest
Metadata
Rights
Transcode
Renditions
DRM

Deliver
Curate
Adaptive
Optimize
CDN
Live / VOD
Storage

Analytics
Marketing
Analytics
QOS

Monetize
Ads
CRM
Authentication
Subscriptions
Transactions

Signal
Presentation CMS
OTT
Web
Mobile
Engagement
Analytics events

Signal Components Overview

Presentation Views

Carousel Rowlist
Collection Grids
Detail Collection Grid
Show Rowlist
Category Rowlist
Video Rowlist
Player
Schedule
Search

Interactive / User

Login: FB/Google/Twitter
Up & Down votes
Comment threads
Polls
Quizzes
Targeted Offers
Leaderboards
Notifications
Social posts
Settings
Billing

Native Analytic Events

Application Events
Navigation Events
Video Events
Item Events

CMS Services

Style Configuration
Navigation Configuration
Content Curation
Collection Creation
Metadata Enhancements

Auth & Ads

Adobe Primetime
Facebook
Twitter
Video Advertising
Subscriptions

OVP Partners

Ooyala
iStream
Google Anvato
Deluxe

Thank you!

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