CASE STUDY

Driving Revenue Growth Through ITHENA's Innovative OTT Platform Integration

Client Profile

A leading non-profit foundation working towards supporting and promoting Carnatic music worldwide through music concerts, vocals lessons, and maintaining the legacy of the art form.



iTHEATRE enabled the client to **expand global reach and increase revenue** through an innovative OTT platform for content monetization and audience engagement.

CHALLENGES

The client struggled with:

- Inability to monetize previously created art content
- Limited reach of art content to a global audience, as it was restricted to offline events
- Insufficient consumption of art content due to the lack of an online presence across multiple platforms

SOLUTIONS

The client partnered with **ITHENA** and implemented the iTHEATRE **platform:**

1. **Customized OTT Platforms**
   Created an OTT platform for live streaming of content with high-quality audio and video
2. **Digital Workshop Management**
   Enabled administrators to create, edit, and manage digital workshops
3. **Advanced Storage and Analytics**
   Provided cloud video hosting for content storage and analytics capabilities with audience insights
4. **Seamless Payment Integration**
   Offered content monetization and integrated the OTT platform with multiple payment gateways

BENEFITS

32% **Rise** in audience reach

28% **Increase** in revenue

5x **Faster** decision making

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