AVS Intro Video Transcript

VIDEO TRANSCRIPT

The future of media is now. Viewers expect tailored recommendations and best-in-class content, with seamless service across all devices in their ecosystems. TV and streaming businesses are under constant pressure to keep up. And at Accenture, we're committed to helping media companies and aggregators adjust to these market demands at speed and at scale. Accenture Video Solution is a cloud-based platform combining Accenture's extensive industry knowledge with future-ready technical architecture.This industry solution provides the tools businesses need to modernize and scale their IPTV, OTTV, and internet TV streaming platforms. An agile suite of microservices powers everything from content management to end-user experience, as well as enabling digital life use cases such as smart home and e-health. AVS streamlines migration from monolithic legacy systems to a cloud-first approach - a critical step for simplifying the TV operating model. AVS helps companies:

- Utilize analytics to provide more of the content and services viewers want, and improve customer retention;
- Optimize content ROI and increase effective catalog size;
- Significantly reduce time and effort required to launch new features and content;
- And reduce total cost of ownership with scalable cloud infrastructure.

AVS is the engine behind some of the world's leading video businesses, helping them break through tech barriers to deliver extensible customer experiences at scale. This open platform solution offers all the advantages of a stable commercial software product – plus the benefits of Accenture's deep industry experience and professional services. Accenture Video Solution delivers an extensible platform ready to power the future of media, and beyond.