RISHABH SOFTWARE®

Case Study

Anime Streaming App Development

For a Middle East-based media company that wanted to develop a robust OTT platform that offers intuitive digital streaming services.

PROJECT OVERVIEW

As a media & entertainment conglomerate, the client was looking to launch a new OTT media service platform to offer a unique experience with streaming of anime-centric content. We developed an end-to-end entertainment streaming platform to offer a personalized viewing experience to their users. With a subscription-based video streaming services model, it offers anime community-focused content across all age groups.

Capability	Industry	Country
Product Engineering	Media & Entertainment	Saudi Arabia

KEY FEATURES

The custom-developed anime OTT streaming platform helped gain significant user engagement in no time. It enables the managing and processing of thousands of user requests seamlessly without affecting the performance of any subscriber across the globe.

▷ **Video Library Management**

Acts as a central hub for accessing, organizing, uploading & managing anime video HD content with 100% control of TV shows and movies with on-demand sorting/categorizing options.
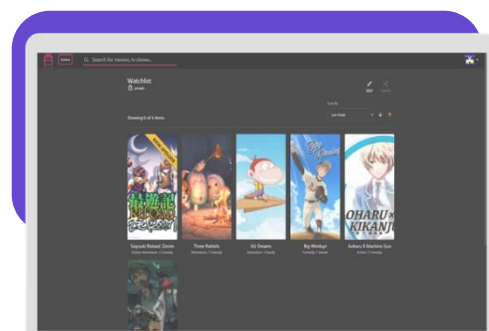
▷ **Watchlist**

Allows channel subscribers to create their custom list of videos, movies, and TV shows for binge-watch. A periodic notification on the home screen at regular intervals reminds users to revisit their watch-later list.

▷ **Smart Search**

Users can easily find what they are looking for with the relevant search results in the blink of an eye. Anime movies, TV shows & other video content can be accessed with selected genres such as drama, action, fantasy, games & more.

▷ **Secure Payment Gateway**

Provides platform users with multiple subscription plans to opt for a monthly/annual plan to access, view, and download content across devices. Multiple payment gateway integrations handle unique requirements of recurring billing & one-time payment as set by the user via debit cards, credit cards, direct bank transfers, e-wallet apps and more.

CHALLENGES

▷ No single platform to upload & manage videos across a variety of dynamic filters

▷ Integration with major payment gateways

▷ Provide crash-free & high video streaming quality to the worldwide users
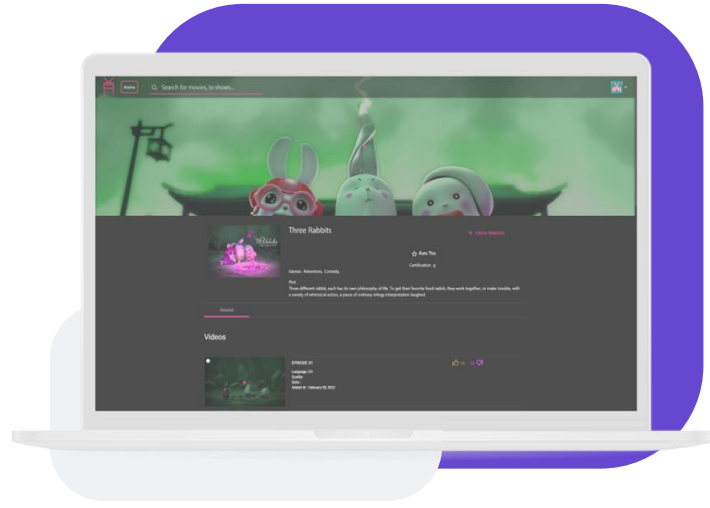
▷ Multiple language support

SOLUTION

The developed on-demand video streaming application with multi-language support caters to varied user requirements across different regions while expanding the reach beyond geographical borders.

▷ Ingestion and Uploading

Developed a cloud-based fully functional video streaming app that meets the rapid and changing needs while keeping the solution seamlessly scalable. It allowed easy upload of numerous large files in different formats in a fraction of time to quickly reach the target audience.

▷ Admin Panel

Offers robust controls over user accounts, with interface, subscription & genre management. Enables seamless management of all administrative tasks inquiries, payment statistics, catalog updates & more.

▷ Wireframes, User Interface & Prototypes

Created wireframes for the proposed designs that highlight top-notch features & functionalities for developing a custom entertainment app. Designed the UI components that blend minimalism with vibrant colors and other design elements to provide a fantastic user experience.

▷ Analytics Dashboard

Evaluate both viewing behavior and stream quality to get a 360-degree view of how the content performs across various audiences, destinations, and devices. It helps make informed decisions by comparing real-time insights with historical data.

TECHNOLOGIES & TOOLS

BENEFITS

40%

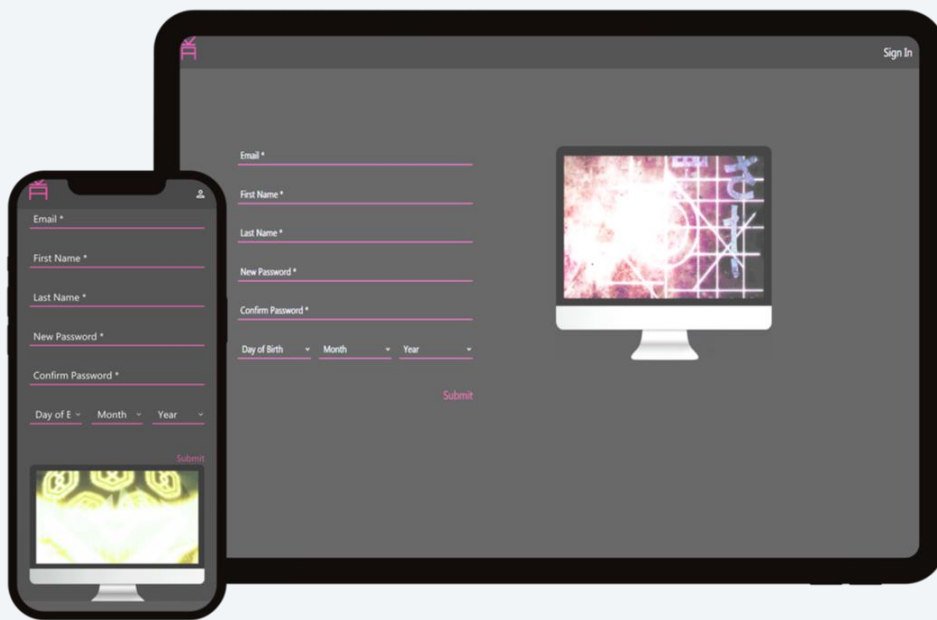Multiplatform access to anime TV shows & movies

increase in subscription renewals

100%

end-to-end customization & high scalability

PROJECT SNAPSHOTS

ABOUT RISHABH SOFTWARE

We are a global provider of enterprise-grade web, mobile, cloud, and analytics solutions. As a CMMI Level 3, ISO 9001 and 27001 certified software development company, we have two decades of service excellence delivering 1000+ successful projects globally, including the USA, UK, Europe, Middle East, and Australia.

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