



Targeted Ads





## PROMINENT MSO IN INDIA UNLOCKED NEW REVENUE STREAMS



### PROJECT SCOPE

- // MSO wanted to increase the value of ad inventory & initiate new promotions & partnerships

### SOLUTION HIGHLIGHTS

- // Integration of targeted ads throughout the program guide (EPG) & Video Navigation
- // Better user experience creation with ads that are more relevant to the program viewer

### BUSINESS VALUE DELIVERED

- // Growing Ads revenue
- // Increasing ad inventory value
- // Gaining valuable end customer insight
- // Improving the end customer experience



Video Advertising

 Thank You 

 *L&T Technology Services*

