



# TOP DIGITAL TRANSFORMATION TRENDS IN THE MEDIA INDUSTRY



## THE MEDIA LANDSCAPE



## TRENDS IN CONSUMER BEHAVIOUR



### INSTANT GRATIFICATION

A wait of 40 seconds or more for a video to load will eliminate one third of the audience.

### PREMIUM, PERSONALISED CUSTOMER CONTENT

The right content reaching the right people equates to building a much deeper relationship with your audience.

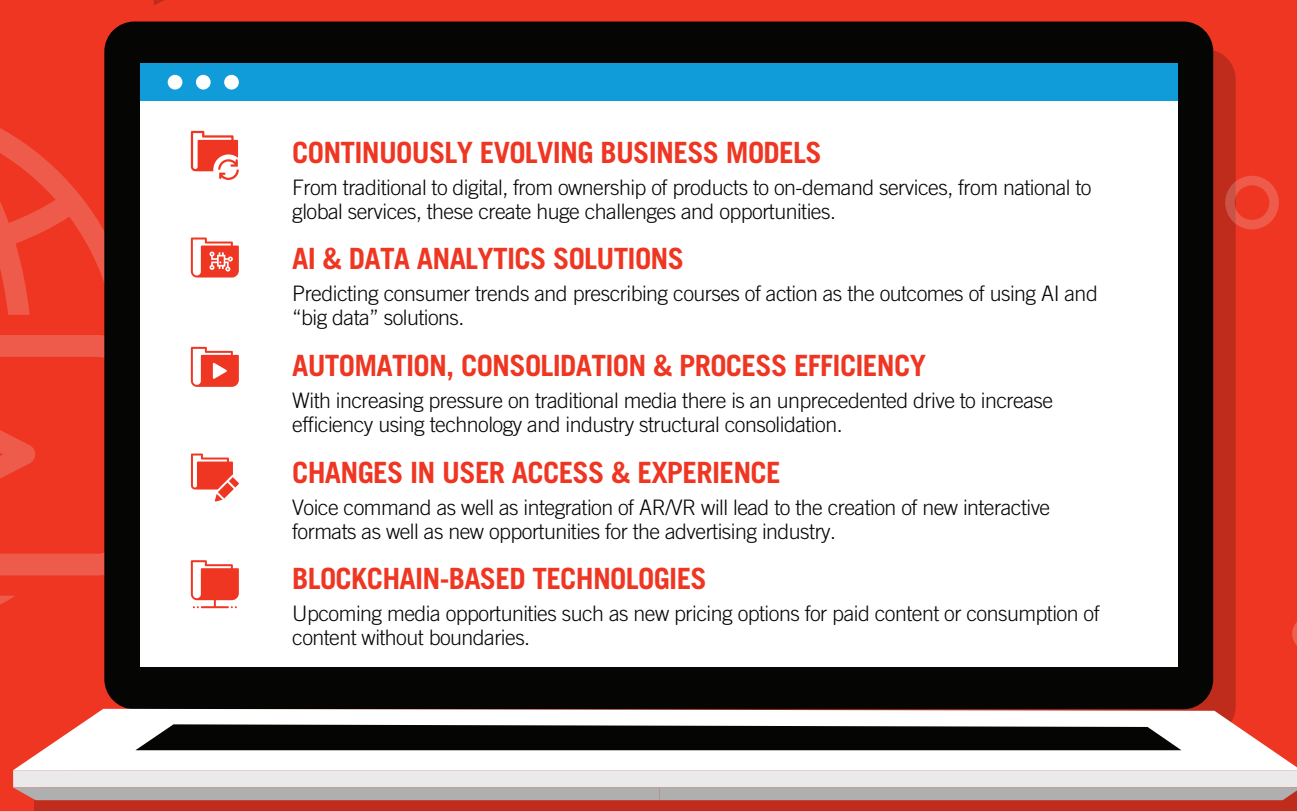


### UNIQUE USER EXPERIENCE

Anticipatory UX is becoming a mainstay and a key competitive advantage.



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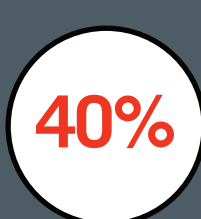
## SUCCESS STORIES



Simplifying applications and enhancing cost-effectiveness through a comprehensive cloud migration strategy.



Cost-effectively improving and running over 200 websites through flexible application management engagements.



40% possible cost reduction by building a disruptive platform to be used as white labelled service by the world's largest global advertising agencies.



Increasing the productivity of the digital development for a US publishing company with 30 regional news hubs.

## OUR SOLUTIONS & SERVICES

WE MAKE OUR CLIENTS **MORE ENGAGING, RESPONSIVE, AND EFFICIENT** THROUGH:

DIGITAL EVOLUTION				AGILE TRANSFORMATION				AUTOMATION			
											
STRATEGY	CREATIVE & UX	INSIGHTS THROUGH DATA	MOBILE & IOT	ARCHITECTURE	SMART AUTOMATION	SOFTWARE ENGINEERING	TEST AUTOMATION & ENGINEERING	CONTINUOUS DELIVERY	CLOUD	ADVANCED AI	SMART DESK

IDEATION

PRODUCTION

WE WORK WITH SOME OF THE **WORLD'S LEADING COMPANIES** IN:



PAYMENTS



INSURANCE



MEDIA



RETAIL



BANKING



HEALTHCARE



TELECOMM.



TRAVEL



ASSET & WEALTH MANAGEMENT



TECHNOLOGY

## LOCATIONS



### WESTERN EUROPE:

LONDON | FRANKFURT | AMSTERDAM | COPENHAGEN

### CENTRAL EUROPE:

BUCHAREST | CLUJ | IASI | CHISINAU | SOFIA | BELGRADE | SKOPJE

### NORTH AMERICA:

NEW YORK | ATLANTA | NEW JERSEY | DENVER | SEATTLE

### LATIN AMERICA:

BOGOTA | MEDELLIN | CARACAS | MONTEVIDEO | BUENOS AIRES | ROSARIO | PARANA

