

toch

CASE STUDY

Sony | OTT Platform

Customer Overview



A Renowned Filming & Entertainment Platform

SONY liv is a south Asian general entertainment video on-demand streaming service in India and Pakistan, Owned by Sony Pictures Networks India Pvt. Ltd. It has access to 18 years of content from channels that are part of the Sony Entertainment Networks. It Also offers original web series and lot of OTT content for consumers.

The Results:

Sony partners with Toch to gain 4.3X In-App video Ads revenue by placing Relevant Ads on video content giving.

The Solutions:

With increasing consumption of Video ads locally to monetize their growing user base from FMCG, Automotive, Electronic and Fashion sectors. Toch Identifies the content with relevant objects, information to tag relevant Ads on those objects giving users an interactive video experience indicates every single hotspot with dot and on action.

Matrix:

+70% Interaction with respect to benchmarks.

+16% increase in engagement time per user with respect to benchmark.

78%

Higher CPM

270%

Higher CPC

6.8%

Higher Revenue

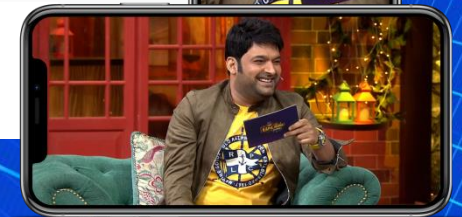
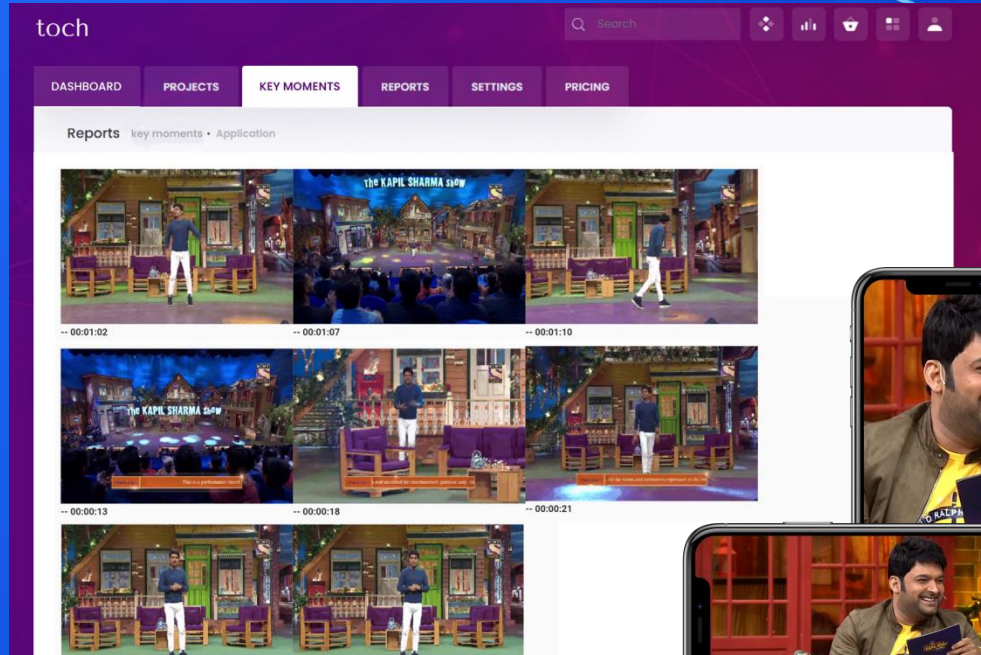
Technology Used

Vision Model

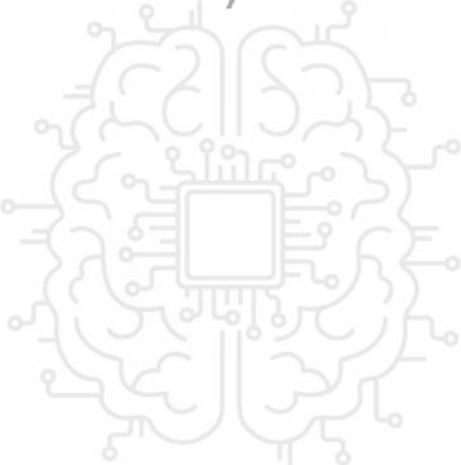
Motion Tracking

Projection Denoising

Homo graphic



Get in touch



toch

<https://www.toch.ai>

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