

PoV

Tech Mahindra's

Art + Algorithms





Capturing Audience Attention in a World of Infinite Content

In 2026, content continues to multiply. Attention does not. That shift changes everything.

This imbalance is destroying the old moats because exclusive libraries, expensive productions, and linear distribution models no longer guarantee market share. The advantage now lies in earning high-quality, monetizable attention. It's about attracting, retaining, and growing audiences and laying the path to sustainable monetization beyond traditional advertising.

To succeed in this environment, companies need experiences that sit at the intersection of creativity and intelligence.

Tech Mahindra brings Art + Algorithms as the new operating system for media and entertainment.

Tech Mahindra helps media and entertainment (M&E) companies win by combining creativity and intelligence to build meaningful engagement at scale, while keeping sustainability and responsibility at the core.

We see art as the source of emotional, cultural, and creative value. It's what makes content meaningful and worthwhile. Algorithms provide the other half. These make content operations and distribution intelligent and hyper-personal in ways that let businesses scale at speed.

What sets us apart is the combination. We are one of the few technology partners with design heritage, creative capability, advanced AI and engineering depth unified into one. This mix enables us to help M&E companies shift from legacy production models to a modern

operating system built on real-time intelligence and emotional impact.

By bringing artistry and agentic intelligence together and grounding them in responsibility and sustainability, we help broadcasters, OTTs, publishers, sports leagues, and gaming companies rethink how they create, distribute, and monetize content in a world where attention is scarce, and competition intensifies continuously.





Our Heritage in Design, Storytelling, and Innovation

Our ability to deliver 'art' is not a bolt-on service; it is an award-winning legacy inherited from a collective of industry-leading studios that define the gold standard in aesthetics, animation, and digital brand experience.

pininfarina

Legendary Italian design house behind iconic Ferraris, luxury watches, and hydrogen SUVs.

Saffron!c

A Tech Mahindra Company

Emmy Award-winning 3D animation and VFX team serves global gaming studios and broadcasters.

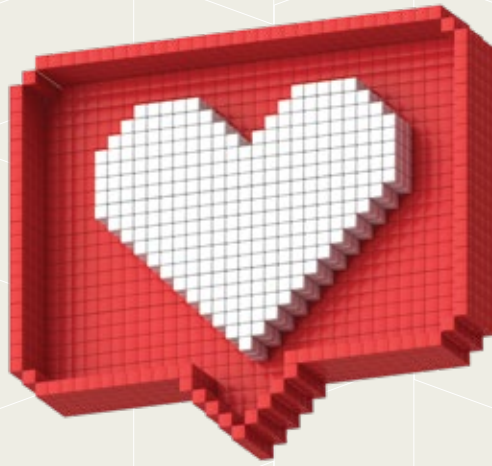
BORN

One of the world's leading creative agencies for the biggest luxury, retail, and lifestyle brands.

Built through strategic acquisitions and now fully integrated into Tech Mahindra's experience portfolio

Together, these roots empower us to solve customer problems in imaginative, intelligent, and scalable ways.





'Art' at the Heart of Audience Experience

With this design heritage, we bring a depth of craft that turns content experiences into emotionally engaging and visually distinctive ones. This manifests in the way we build interactive storytelling, AI agent-specific user interfaces, and spatial computing experiences that feel native rather than gimmicky.

For our customers, this means:

Interactive storytelling that also measures its impact:

Content experiences designed for high completion rate, dwell time, and share actions; including editorial tooling for A/B testing scenes, thumbnails, and story pacing.

Spatial experiences that behave like real products:

Navigation patterns adapted from 2D to XR (focus states, reach targets, motion limits) and production-ready assets for mobile, console, and headset.

AI-agent interfaces that regular teams can operate:

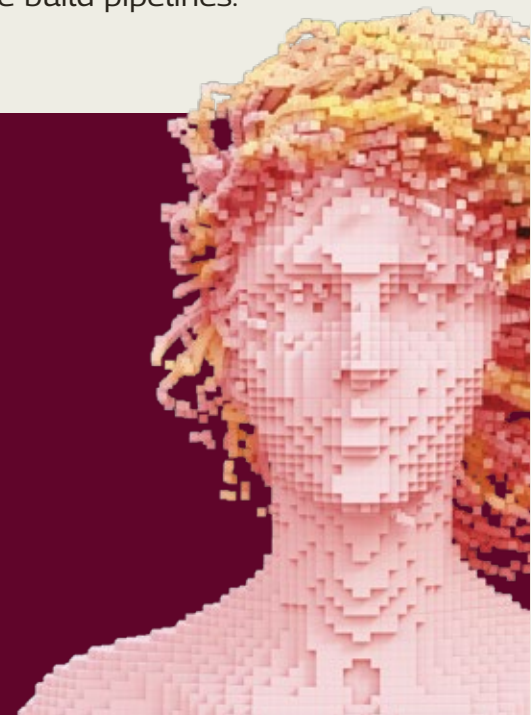
Task-first UIs (ingest → tag → edit → publish → rights) with clear guardrails, built-in provenance cues, and rollback capabilities.

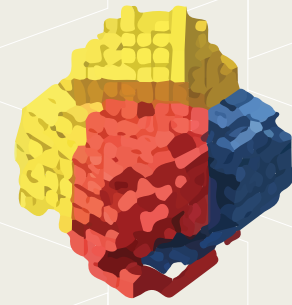
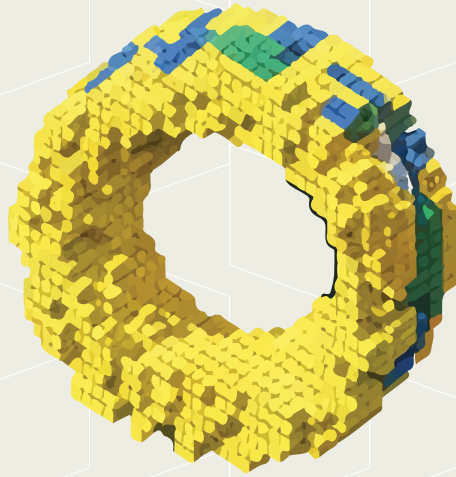
Sustainable and accessible by default:

WCAG 2.2 standards, captions, and audio descriptions integrated into the design system alongside ESG-aligned workflows and power-aware build pipelines.

Why Tech Mahindra for Art

We are the only partner combining design heritage, creative studios, engineering depth, and advanced AI. Our award-winning design and storytelling DNA come from Pininfarina, Saffronic, and BORN.





'Algorithms' that Power Intelligence

Our engineering and AI capability gives clients the precision, speed, and scale they need to compete. Agentic AI orchestrates content workflows, reduces manual effort, and supports the hyper-personalization that modern audiences expect.

For our customers, this means:

Powering the Data that powers AI:

Powered by modern data architectures that eliminate data silos and fragmentation across the organization. By enabling first-party relationships with audiences, this includes consent-based identity, event analytics, and prediction loops that support monetization (tiers, bundles, loyalty) and provide real-time operational metrics for decisioning.

Agent-orchestrated autonomous content supply chains:

Agents that route tasks like ingest, dedupe, rights check, and auto-tagging with human-in-the-loop steps for editorial and legal approvals.

Hyper-Personalization that editors can control:

Foundation model-based recommendation systems that use GenAI to predict audience intent and accurately surface relevant shows, thumbnails, and promos with built-in experimentation.

Low-latency engagement platforms:

Cloud gaming and esports pipelines tuned for startup time and device-aware bitrates, featuring Quality of Experience (QoE) dashboards to pinpoint engagement loss.

Why Tech Mahindra for Algorithms

Our Agentic AI, platforms, and domain models are designed for media and entertainment. We adopt a responsible, sustainable, and governance-first approach to AI. Our algorithms make content personal at scale and measurable in ways that let businesses grow with clarity. What sets us apart is our combination of Emmy Award-winning video engineering depth and advanced AI.

**40+ years
of tech and
innovation:**

Indus LLM, Swifter.io, Orion, VerifAI, Ops AmplifAler, SDLC AmplifAler, Yantr.AI, ADMS, CIS, ES and many more IPs, products, platforms, solutions and accelerators

Art + Algorithms Across the Media Value Chain

Art creates emotional connections. Algorithms create deterministic scale and momentum. Only when combined, as TechM does, can we deliver audience engagement, autonomous operations, and ROI across every stage of the M&E value chain.

Autonomous Content Supply Chains:

Our platforms, including Orion Agents and VerifAI, combine creative tools and AI-driven automation. For the world's largest trade book publisher, our image editing and asset management work delivered a 30% cost reduction. For a global education publisher, we transformed global MAM workflows, improving accuracy and enabling analytics-led decisions.

Audience Engagement:

We design journeys that link screens, identities, and contexts. For one of the world's largest sports leagues, our streaming and fan engagement solutions increased engagement and reduced delivery costs by 40%. For a major gaming studio, our CX work strengthened ties with both gamers and developers.

Monetization:

We embed agentic intelligence into the full monetization stack. For a leading PayTV operator, our AI-driven monetization and loyalty platform improved targeting precision and introduced dynamic bundles, reducing churn. TechM also played a strategic role in the formation of the largest US cable PayTV operator, overseeing the complex merger of disparate streaming stacks and content supply chains.





Innovation and Sustainability:

Media innovation is accelerating, from GenAI-driven VFX to the detection of scraped publisher content used to train LLMs. The challenge is to scale this innovation without sacrificing responsibility or sustainability. We build sustainability into every layer of creative technology. Our globally recognized programs demonstrate how Art + Algorithms enable responsible experimentation that pushes creative boundaries while protecting ESG commitments and the ethical use of AI.

Client Partnership:

The M&E industry expects speed, clarity, and flexibility. Even with our scale, we work like a boutique partner. Clients have direct access to leadership, fast action when demand shifts, and a delivery model that understands the industry's unpredictable rhythm.



A Snapshot of Our Capabilities

Audience Data Modernization

The Challenge:

Fragmented data across the content enterprise hinders AI deployments and monetization strategies.

Our Approach:

Unify subscriber, viewer, household, consent, CRM, and engagement data into a governed first-party foundation using data mesh and data fabric principles backed by TechM's data and analytics platforms.

Key Outcomes:

- **Single, trusted customer view** supporting **personalization, targeting, and bundling**
- **Privacy-first data governance**, compliant with global standards.
- **Supports targeted advertising** and proactive churn reduction.

Subscriber Acquisition & Retention

The Challenge:

High subscriber acquisition costs and low LTV.

Our Approach:

AI-based marketing strategies to acquire subscribers cost efficiently and at scale. Continuous growth systems connecting household-level value, usage signals, and churn risk to real-time decisioning.

Key Outcomes:

- **Cost-efficient** acquisition at scale.
- **Real-time decisioning** across pricing, bundles, and save offers.
- **Powered by Mobilytix** and **Blue Marble** products.

Autonomous Content Operations

The Challenge:

Manual, repetitive content operations slow down distribution and increase costs.

Our Approach:

Agent-orchestrated workflows that automate ingest, QA, metadata enrichment, rights checks, localization, and distribution, while keeping humans in control where editorial and legal judgment matter.

Key Outcomes:

- **30% cost reduction** for a global trade publisher.
- **Faster, more accurate global MAM operations** for media and education enterprises.
- **Responsible automation** that keeps human creativity at the core.

Hyper-Personalization via Foundation Model-based Decisioning

The Challenge:

Legacy recommenders fail to predict audience intent accurately.

Our Approach:

Foundation Model powered hyper-personalization that engages customers, going beyond rule-based and legacy ML recommenders to build responsible, intent-aware decisioning engines.

Key Outcomes:

- **Reduced time-to-first-play.**
- **Increased Ad yield**
- **Awareness of the viewers intent**, resulting in **improved relevance and discovery.**



The Future is Artful Intelligence

In today's attention economy, winners will not be those with the largest content libraries, but those who master the fusion of human emotion and algorithmic precision. By uniting the "Art" of iconic design with the "Algorithms" of agentic AI, Tech Mahindra provides the modern operating system necessary to turn fragmented content into meaningful, monetizable engagement. We deliver the scale of autonomous engineering without losing the soul of world-class storytelling.

The future of media and entertainment demands a partner as creatively inspired as is technically capable. From building self-optimizing supply chains to crafting immersive spatial experiences, we help you navigate the new frontier of audience attention with speed, responsibility, and impact. Let's move beyond the traditional and build the next era of entertainment together.

**We invite you to reimagine what's possible.
And build it together.**



About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 147,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognizes global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit <https://www.techmahindra.com/F>



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