CASE STUDY

Tech Mahindra Increases T20 Cricket League's OTT Growth to 1 Billion+ Users with Scalable Streaming

Overview

The client, a leading global T20 cricket league, faced significant challenges in managing massive digital traffic during peak tournament seasons. To address these challenges, Tech Mahindra delivered a comprehensive solution to build, test, and manage scalable OTT platforms across web, mobile, and connected TVs. This strategic transformation enhanced user engagement, ensured seamless, high-quality streaming, and strengthened the league's global digital presence.

Client Background and Challenge.

The client, one of the largest T20 cricket leagues, launched in 2008, operates as a premier sporting brand with a massive international following on a global scale. During tournament seasons, their digital platforms attract over 230 million monthly active users (MAUs) across geographies. With the increasing demand for seamless viewing experiences, the client faced significant challenges:

- ▶ Developing full-stack digital solutions for two consumer-facing platforms.
- ▶ Ensuring consistent performance and integration across desktop, mobile, and connected TV.
- ▶ Managing unprecedented spikes in concurrent users during live matches and key events.

Our Approach and Solution

Tech Mahindra implemented a fully managed services approach to deliver a seamless and scalable digital experience tailored to the demands of one of the world's largest T20 cricket leagues. Key solution features include:

- ▶ **End-to-End OTT Platform Development:** Designed, developed, tested, and deployed two consumer-facing OTT platforms from the ground up, ensuring a smooth, user-centric experience.
- ▶ **Cross-Platform Experience:** Delivered a consistent user interface and functionality across the web, mobile (iOS & Android), and connected TVs to maximize accessibility and reach.
- ▶ **High-Quality Streaming:** Enabled best-in-class HD video streaming with adaptive quality performance optimized for variable network conditions.
- ▶ **Scalable Infrastructure:** Built a robust backend capable of supporting up to 4 million concurrent users during high-traffic live events without performance issues.
- ▶ **Sustained Platform Engagement:** Maintained high engagement post-deployment, with over 1 billion MAUs served since 2021 during tournament windows.

Business and Community Impact

The transformation delivered significant results, both in terms of scale and user experience:

- ▶ **Unprecedented Scalability and Stability:** The platform successfully supported up to 4 million concurrent users during peak matches without service disruption.
- ▶ **Improved Viewer Engagement: Better User Experience:** Provided high-quality and streamlined streaming to all the devices viewers want, resulting in more loyal viewers.
- ▶ **Improved Global Reach:** Since 2021, the platform has served over 1 billion monthly active users (MAUs), with mobile accessibility expanding audience participation across previously underserved regions.
- ▶ **Stronger Brand Visibility:** An enhanced digital presence boosted fan interaction and strengthened the league's status as the leading provider of digital sports entertainment.

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 150,000+ professionals across 90+ countries helping 1100+ clients, TechM 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 in recognition of 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 federations 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/.https://www.techmahindra.com/.

TECH mahindra

www.youtube.com/user/techmahindra09
www.facebook.com/techmahindra
www.twitter.com/tech_mahindra
www.linkedin.com/company/tech-mahindra
www.techmahindra.com
mktg@TechMahindra.com