

# **Subscription-Based** **Live Streaming Application** For Consumer Entertainment Market

The over-the-top video streaming service offered high scalability, availability, and responsiveness with analytical insights into user data.

## Project Overview

To gain a first-mover advantage, our client wanted to launch a video streaming application that would cater to the target audience—a South Asian island nation. The application offers a subscription-based model for users who want to access on-demand media in the regional language. The application garnered 100,000 downloads with 14,500 paid subscribers 10 months into launch.

## Client Profile

Our client is a media services provider and production company based in South Asia. The company's primary business is its subscription-based streaming service which offers a library of multimedia content ranging from local music, radio, movies, and television programs.

## Business Requirement

The proposed solution is an over-the-top streaming service that offers premium live streaming content to a worldwide audience.

- ◆ Create and host a digital repository of multimedia content
- ◆ Ensure data security to avoid content leak by implementing multiple levels of encryption
- ◆ Analytics dashboard to provide content distribution, subscription, and user engagement statistics
- ◆ Optimized features for uninterrupted streaming on slow connections

## QBurst Solution

The mobile application follows the HTTP Live Streaming (HLS) protocol, which is used to live stream channels. Media content, uploaded and managed through the admin panel, is transcoded into different qualities and stored in Amazon Web Service S3 buckets.









Each media file has an associated m3u8 file (playlist file) which includes references (URLs) to the available qualities. The player selects the appropriate quality reference from the list based on bandwidth and starts streaming. Users can manually switch to other qualities (low, medium, or high). Caching technology is introduced in the backend and frontend to reduce bandwidth utilization.

The admin module helps manage users, content, live channels, and subscriptions. The admin panel includes features to create and assign categories for content.

## Key Features

- ◆ Download and manage content offline
- ◆ Create custom content playlist and viBual collection
- ◆ Explore detailed profile information of popular content creators
- ◆ Navigate between content categories and genres
- ◆ Stream live TV and radio channels
- ◆ Subscription plans for unlimited access to premium content
- ◆ Enhanced privacy settings

## Technologies

 ANDROID SDK	 IOS SDK	 ANGULAR 7	 PYTHON
 django	 REDIS	 CELERY	 POSTGRESQL

## Business Benefits

- ◆ Growing online community ensured customer aggregation and retention
- ◆ 60% faster loading time as a result of enhanced streaming technology
- ◆ 14,500 paid subscribers ten months into launch
- ◆ 43% increase in user engagement month-on-month
- ◆ 4.3+ ratings on app stores six months into launch
- ◆ Over 100,000 installs in the first year
- ◆ Future-proof core architecture ensures sustainable business operations and minimal maintenance costs