TAK MOBILE APP

Short Video News App – Current Affairs

Engagement Overview

Ezeiatech joined hands with India Today, one of the largest media publishing houses in India, to migrate and collate all of its 18 different news channel applications to a common platform called Tak for wider reach and enhanced engagement.

About the Customer

The India Today Group commenced its journey with the launch of a single magazine in 1975. Over the last 42 years, the Group has grown to be one of India's most diversified media conglomerates with interests in highly scalable businesses that encompasses 21 magazines, 4 TV channels, 1 newspaper, multiple websites & mobile sites and Applications across all leading platforms viz. iPhone, iPad, Android, Windows. The India Today Group has also extended its business interests to E-Commerce, books, retail, education and music.

Business Challenge

India Today has 1 million plus application downloads which caters to a large number of their customers. Currently, there exists various online platforms for different genres of news that include Sports Tak, Crime Tak, Aaj Tak and many more. It is a hassle to manage so many streams and invest resources for the same in order to maintain customer retention and acquisition. Thus, it became mandatory to come up with a union of these news channels in order to provide seamless content to the end user.

Ezeiatech worked with India Today to audit their current performance and provide them the technological support required for the one and only app - Tak transformation. The goal is to manage the front-end and back-end operations of the app and come up with a reliable, scalable and cost-effective solution.
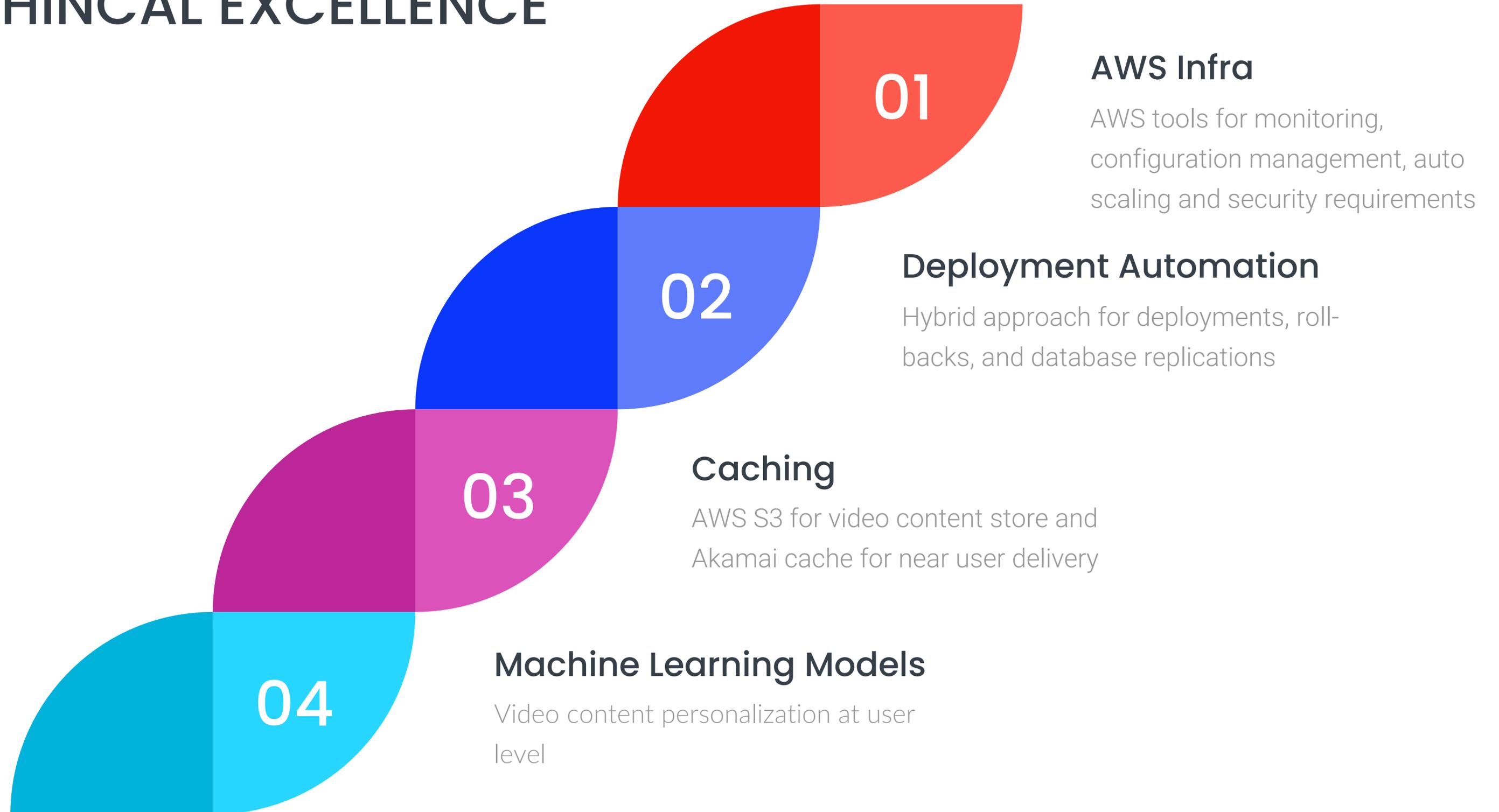
Business Solution

As India Today was functioning through various news streams with higher loads of maintenance and revenue investment, it became necessary to provide a common platform to collate all the subscribers of India Today for delivering direct impact to millions of people. The Tak app would provide news information from all relevant spheres of life as well as to the personalized demands of the end user.

Overall collation plan and robust feature integration.

- ✓ Home - Providing the latest trending news with bookmark and download option
- ✓ Spotlight - Incorporating favorite anchor stream videos on a platter
- ✓ Discover - Smart searching of any particular news with a polling option as well
- ✓ Enhancing the user engagement by adding 30 seconds interactive news reels
- ✓ Instating news stories for quick headline preview and selection according to interest

TECHINCAL EXCELLENCE

01 AWS Infra

AWS tools for monitoring, configuration management, auto scaling and security requirements

02 Deployment Automation

Hybrid approach for deployments, roll-backs, and database replications

03 Caching

AWS S3 for video content store and Akamai cache for near user delivery

04 Machine Learning Models

Video content personalization at user level

BUSINESS OUTCOME

Customer Experience
Unified B2C app for end consumer

Cost Efficiency
Internal business team got consolidated and resulted into improved efficiency and low cost of supporting the app
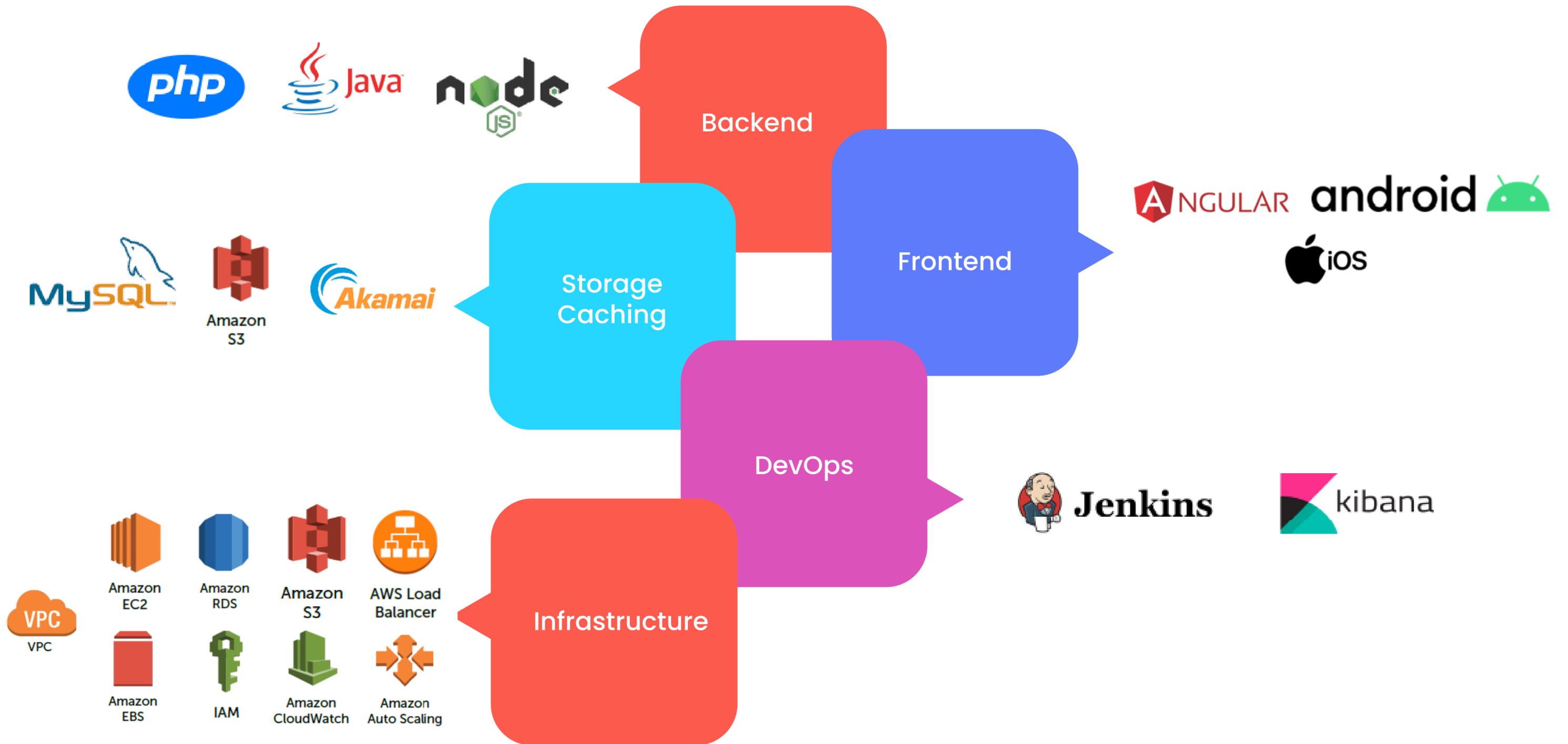
Revenue
App stability resulted into addressal of revenue leakage due to customer churn

Agility
Go to market timeline is reduced significantly due to high configuration control in the app
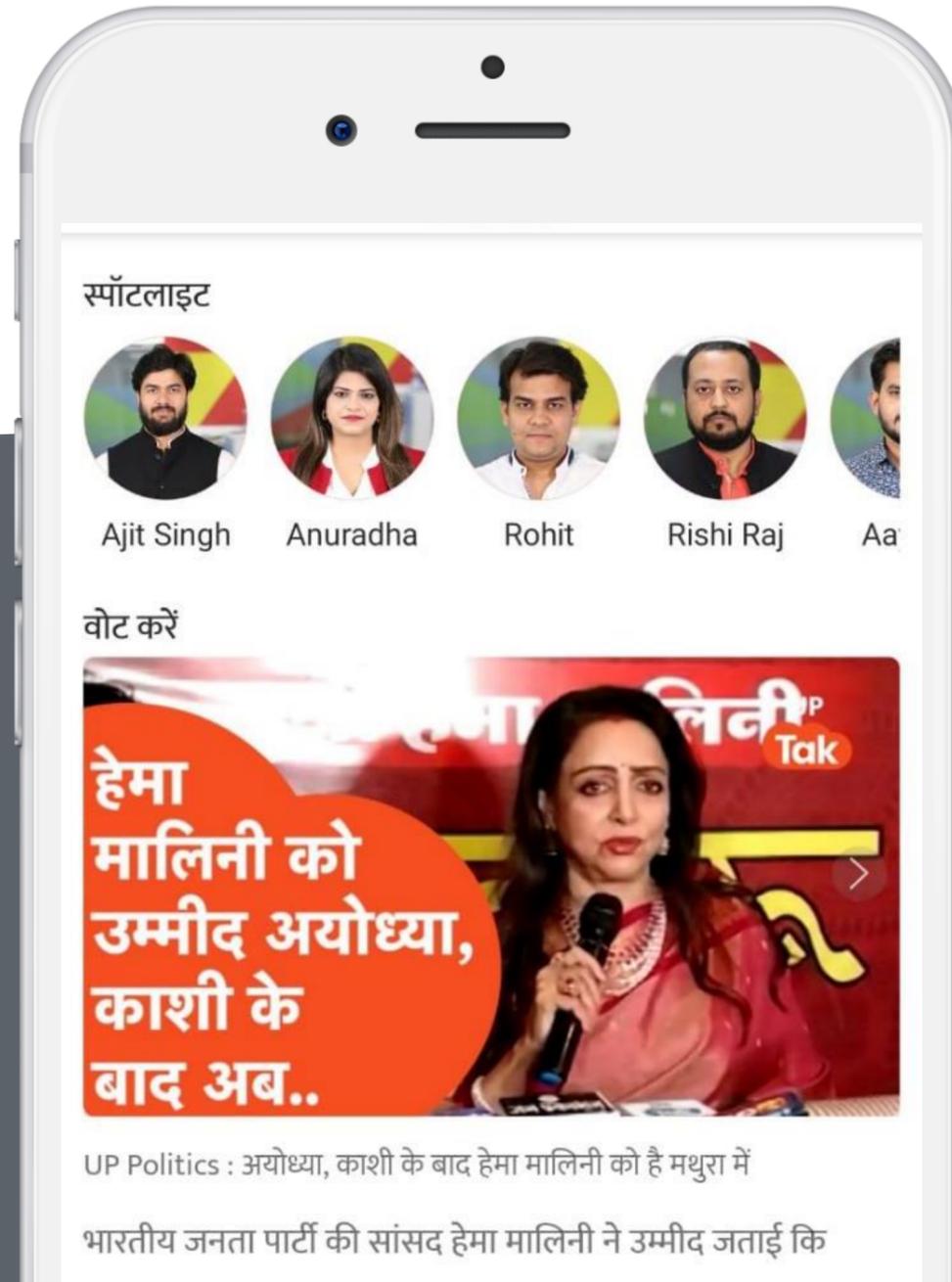
TECH STACK

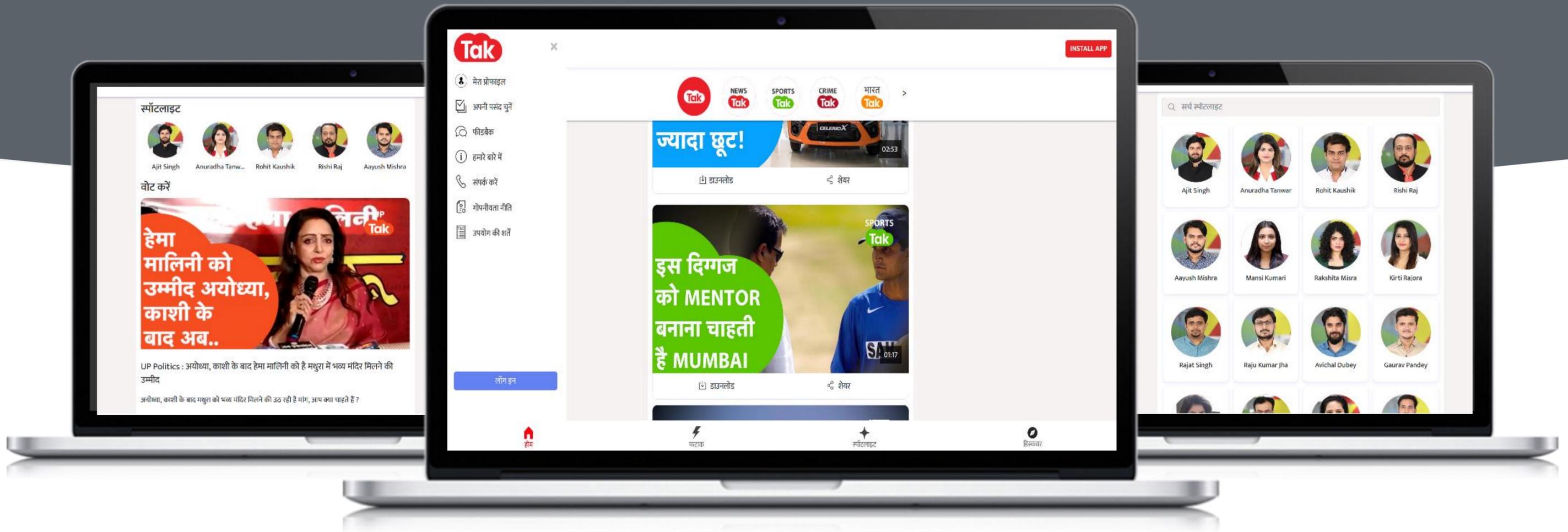# TAK MOBILE SITE

18 Channels integrated in single platform

Machine Learning Models for recommendations

1M+ Daily visitors

GET IN TOUCH WITH US

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