



CASE STUDY

Design Thinking-Led Affiliate Management for US-Based Television Network



Client

The client is a US-based television network with over 35 million subscribers in the US and about 140 million worldwide. The network has been a pioneer of premium entertainment programming and media content distribution, often synonymous with cable television.



Challenge

- The client's programming was disseminated by a network of affiliate cable operators. Managing the cable operator revenue and monitoring them was a significant challenge with the network's aging administrative infrastructure.
- The client had an ambitious target of US\$8 billion and the affiliate management system was a stumbling block.



LTIMindtree Solution

- LTIMindtree redesigned the client's Affiliate Management architecture, making it easier for transformations down the road.
- The architecture factored in the digital business models, with an emphasis on resilience and user experience as the foundational pillars.
- Granular reporting across business operations, providing detailed views into revenue flows.



Business Benefits

- 50% increase in productivity at the onset.
- Feature-rich system interfaces with improved UX.
- Revenue tracking and analysis features to identify and prevent revenue leakage.
- Efficient management and effective reporting of M&A activities.

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