

CASE STUDY

ASIAN SVOD PROVIDER

DELIVERS DIGITAL CONTENT EXPERIENCE

TO OVER 1 MILLION SUBSCRIBERS

RESULTS

By leveraging CSG Ascendon, the customer delivered an immersive SVOD experience to over 1.4 million subscribers in under six months. They now support millions of views each month and generate thousands of monetizable downloads, positioning them strongly in the competitive streaming market.



Millions of views each month generating **thousands** of downloads to

1.4 Million Subscribers

WHO?

The customer is a prominent Asian media and entertainment brand.

WHAT?

The customer wanted to enhance their subscription video on demand (SVOD) and transactional video on demand (TVOD) services in a key Asian market to meet consumer demand and compete with digital-first brands like Netflix and Hulu. They aimed to provide a seamless, engaging digital content and commerce experience that would allow consumers to watch their favorite content anytime, anywhere, on any device.

HOW?

The customer selected CSG Ascendon, a SaaS, cloud-native digital monetization solution, to deliver a premium storefront experience, monetize content, provide secure streaming and downloads, and manage entitlements.

With Ascendon, end users can browse, order, and watch nearly ten thousand titles from the customer's world-class content library on various devices.

The solution supports multiple consumer experiences, including computers, mobile devices, and smart TV platforms, with a graphical, double-byte character set interface for native language searches.