The media industry is witnessing a paradigm shift.

What’s your game-plan to dominate the emerging Internet and Mobile channels?

It is time to realign your strategies to:

**Get Online**
- Seamlessly integrate, redistribute, and manage content dynamically across channels
- Get interactive and embrace social media
- Study user behavior and utilize virtual real estate effectively for targeted advertising
- Monetize content without bottlenecks and improve flow of revenue

**Go Mobile**
- Get up-close and personal with your customers
- Be accessible anytime and from anywhere
- Get hyperlocal and sharpen focus
- Place real-time information on the fingertips
- Keep users connected and in-the-loop always

www.tavant.com
Then...

There was a time when:

- People bought your newspapers to find out what's happening in the world;
- Content published in newspapers and aired on TV was aggregated purely by your internal team of journalists;
- You collaborated with ad agencies to help you manage your advertisements and real estate;
- And, social media was unheard of.

Then came the internet and changed the way media companies conduct their business.

And Now...The Virtual Onslaught

In the virtual world dominated by the internet:

- Content is increasingly being accessed online, on demand, and on the go using mobile devices.
- People demand access to social content that they can create, edit, rate, and share instantly.
- Consumers expect to be able to pay for content of their choice using the internet.
- Big chunks of revenues are being generated through virtual advertisements on the web.
- Websites need to offer rich, interactive, and dynamic content alongside videos and multimedia to attract and maintain "loyal" consumers.

As more and more people embrace the web and mobile devices as their preferred channels for consumption of content, it has become imperative for media companies to rise up to this new challenge and find compelling means of differentiating themselves. Developing a strong new-age media ecosystem is the need of the hour. Tavant's eMedia services can help you do just that.
Gearing up Right
Tavant eMedia is a comprehensive basket of services that enables media companies, like yours, to adapt to the changing face of the industry by:

- Quickly moving your business and content online
- Enabling you to create, enrich, and repackage rich, interactive, multimedia content for distribution across various channels – web, mobile, TV, DVR, eReaders, and so on.
- Developing solutions that can help you interact with your “online” customers, study their preferences, and increase revenues by providing focused content that easily integrates personalized content with social media.
- Providing solutions for monetizing content by leveraging pay walls, advertising servers, etc.

Here is a bird-eye-view of our eMedia services:

How eMedia Has Made a Difference
Powered by eMedia, a popular baseball portal in the US:

- Adopted a proprietary CMS to handle internal and user-generated content
- Distributed news, views, and game statistics on mobile devices.

A leading online gaming portal used eMedia services to:

- Introduce Avatars, blogs, forums, video mash-ups, and more
- Add micro transactions, identity management, and entitlements.

The creators of DVRs used eMedia’s business intelligence capabilities to:

- Capture viewership information prior to the launch of their new offering
- Increase audience participation by leveraging interactive advertisements.

eMedia enables a leading online newspaper:

- Promote tourism using localized content and citizen journalism
- Reach out across geographies using language translation.

Why Tavant?

- A unique combination of intimate knowledge of the Media & Entertainment industry coupled with deep expertise in technology
- Track record of helping leading media companies throughout the project lifecycle - from discovery to rollout - and even hosting and management of services
- Deep experience in emerging web and mobile technologies
- Proven expertise in reusing and repackaging content for multi-channel delivery with minimal duplication or user intervention
- Best-shore development model tailored for cost-effectiveness and accessibility.
About Tavant

Tavant Technologies is a specialized IT solutions and services provider of choice for customers across the world. We leverage our unrivaled capabilities and domain insights to provide impactful, game changing results for our customers every time, without exception. We are known for our engineering excellence, passionate employees, and long-lasting customer relationships. Founded in 2000, we are headquartered in Santa Clara, California and service customers across North America, Europe, and Asia-Pacific.