

toch

# CASE STUDY

Hotstar | OTT Platform | IPL2020

## Customer Overview



# A Renowned Online Streaming Services Platform

Hotstar is an Indian subscription online video on-demand streaming service owned and operated by Star India, a subsidiary of the Walt Disney Company India. Highly evolved streaming technology and a high attention to quality of experience across devices and platforms, make Hotstar the most complete video destination for OTT video consumers.

## The Positive Outcome:

Toch SportsReady analysed live IPL 2020 match played between Mumbai Indians and Chennai Super Kings to create Auto- Highlights and Key-moments detection bt which user can experience exactly what they are looking for. This would not have been possible without Toch SportsReady.

### Live Streaming Match

**8.1M**

Active Viewers

**6.9 HOURS**

User Engagement time

### Key Moments

**5.7M**

Users viewed key moments

**1.2 HOURS**

User Engagement time

### Metrics:

+70% Interaction with respect to benchmarks.

+16% increase in engagement time per user with respect to benchmark.

# Technology Used

Vision Model

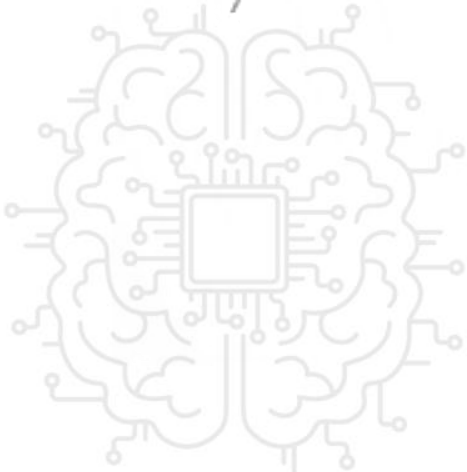
Optical Character Recognition

Projection Denoising

Audio Detection



# Get in touch



# toch

<https://www.toch.ai>

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