Scale Up South Africa's Leading Media Provider

Evergent Identity and Subscriber Management Helps e.tv's new eVOD Service Innovate and Grow

About e.tv

e.tv is South Africa's most prominent independent and free-to-air television channel. Established in 1998, the channel, run by eMedia Holdings, offers content designed to appeal to all races, genders, ages and income groups. Called the most viewed English channel in the country, e.tv has become the destination of choice for local and international entertainment.

Challenges

With an interest in refining several internal processes in coordination with continued growth plans in South Africa, e.tv sought to replace its existing, separated solutions for identity and subscriber management with one consolidated and unified platform - in launching eVOD, the company's new OTT offering.

In the process, this activity would help address the following challenges:

1 Several restrictions posed by the use of a legacy identity management platform

2 Ability to handle existing integration of legacy identity management platform with existing subscription management solution through OIDC

3 An inability to properly prepare for telecommunication integrations due to existing system limitations

4 Bulky process to create user IDs

Solution

In replacing a pair of outdated legacy systems for identity management and subscription management with one single, unified solution, the Evergent Monetization Platform (EMP) has not only streamlined internal operations, but swiftly improved both functionality and growth potential for e.tv's SVOD service offering. EMP's superior customer relationship management and revenue tools better address the complex nature of scaling while working across multiple countries or regions all the while helping increase market share.

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Following a smooth migration process from both prior platforms, the fully integrated EMP solution was able to create the user ID rather than awaiting user creation through the separate subscription management tool.

> " Our goal at e.tv is to share amazing stories with the largest possible audience, regardless of race, gender, age, or income,This new technology- and data-driven approach to subscriber and identity management makes it significantly easier for our company to reach new audiences and expand our presence in South Africa and beyond."
>
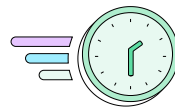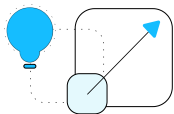> -Khalik Sherrif, group CEO at eMedia

Process

In partnership with Evergent, the new consolidated eVOD service for e.tv was able to address the following capabilities:
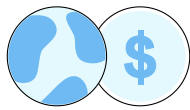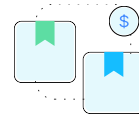
Handle multi-country and
multi-currency management

Speed up go-to-market launches
and the ability to scale business

Flexible and innovative solutions
found for complex
OTT/SVOD/AVOD/TVOD use cases

Ability to provide a wide variety of
SKU offerings such as Stacked,
Multi-bundled pricing and packages

> " Building and maintaining a leading regional OTT provider is a complicated technical challenge, and it requires a great deal of nuance and flexibility to meet the needs of a diverse and growing customer base, Our relationship with Evergent gives us the confidence needed to pursue new strategies and opportunities.
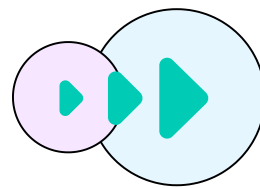>
> -Junior Qwabe, group CTO at eMedia

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Key Benefits / Outcomes
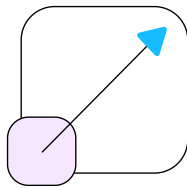
Scale

Evergent enables e.tv to effortlessly scale its operations and user base, accommodating growing demand and ensuring a seamless experience for all.

Adaptability to market

Evergent offers e.tv flexible and agile solutions that empower them to adapt to evolving market dynamics, seize opportunities, and stay ahead of the competition.

Low operational costs

By leveraging Evergent's efficient and automated solutions, e.tv can significantly reduce operational costs associated with user management, billing, and support.
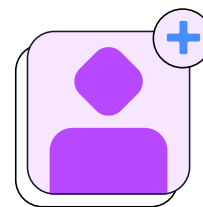
Easy user acquisition and onboarding

Evergent simplifies the user acquisition process for e.tv, making it easy to attract new users and seamlessly onboard them onto their platform.
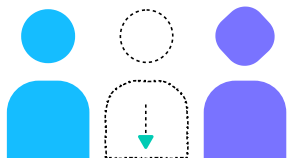
Reduce churn

Evergent's comprehensive user lifecycle management capabilities help e.tv proactively engage with users, personalize experiences, and implement retention strategies, effectively reducing churn rates.
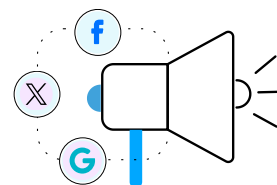
Integration with social media platforms

Evergent provides e.tv with seamless integration with popular social media platforms like Facebook and Google, enabling them to leverage social media for user authentication, engagement, and personalized experiences.