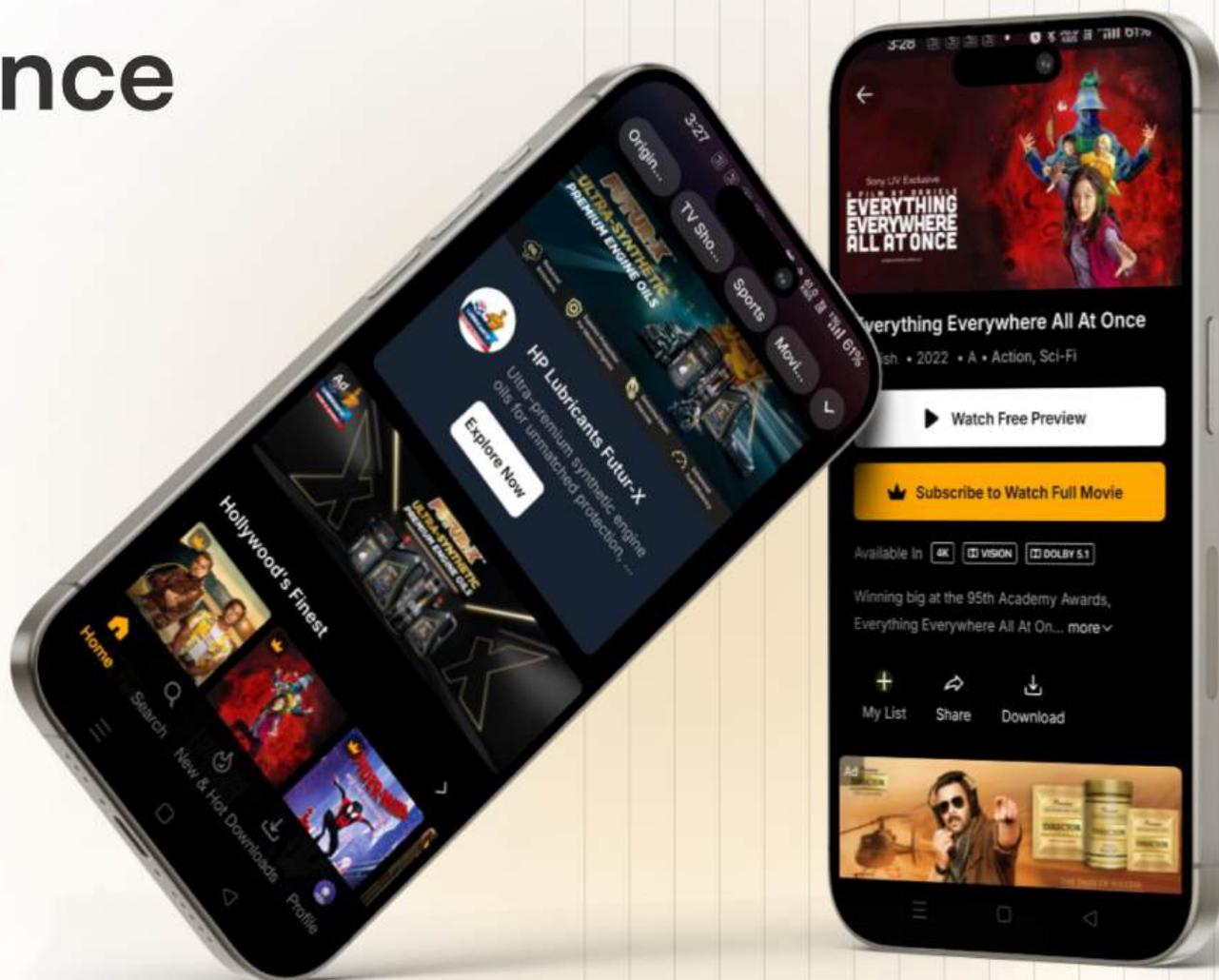


High-Performance OTT Streaming Platform



Project Overview

This is a large-scale OTT streaming platform delivering TV shows, movies, live sports, and original content to a global audience. **With 100M+ downloads** and millions of concurrent users, the platform required an architecture that could consistently deliver high-quality streaming, personalized content discovery, and seamless performance across devices.



Mirchandani Technologies partnered with them to build, optimize, and scale the platform with a strong focus on application performance, streaming reliability, intelligent recommendations, and long-term maintainability. The objective was clear: ensure the platform performs flawlessly under massive load while delivering a personalized and engaging user experience.



Challenges

Operating at its scale introduced critical technical and experience-level challenges-

Performance at Massive Scale

With 100M+ downloads and unpredictable traffic spikes during live sports and premieres, maintaining fast load times, smooth navigation, and crash-free performance across devices was a constant challenge.

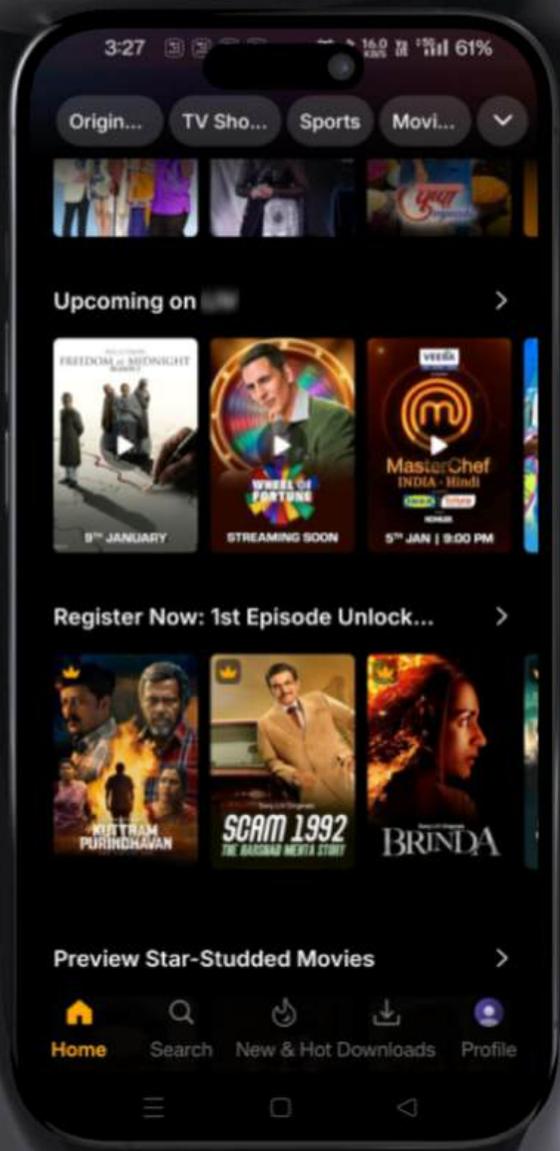
Personalized Content Discovery

As the user base expanded rapidly, delivering relevant, preference-based recommendations for each user became increasingly complex. Generic recommendations led to reduced engagement and content fatigue

Ongoing Platform Maintenance

The platform required continuous monitoring, optimization, and post-release support to ensure stability, performance tuning, and rapid issue resolution after feature rollouts and traffic surges.





3:27

61%

Origin...

TV Sho...

Sports

Movi...



Upcoming on



Register Now: 1st Episode Unlock...



Preview Star-Studded Movies

- Home
- Search
- New & Hot Downloads
- Profile

Solutions Delivered by Mirchandani Technologies

High-Performance Application Architecture

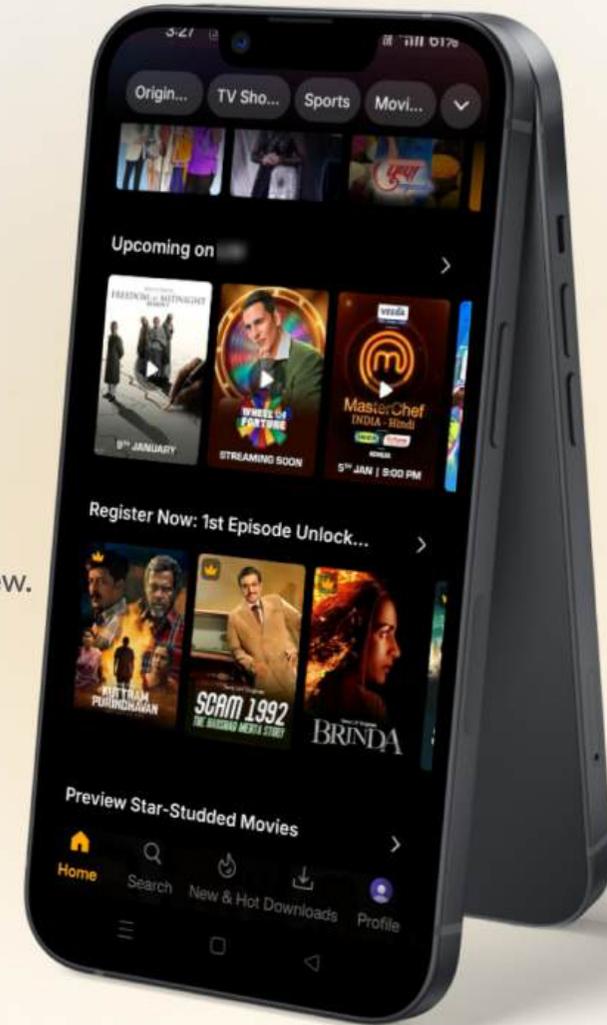
- Ensured smooth UI interactions and fast response times even during peak traffic.
- Delivered a stable, production-grade system capable of supporting 100M+ users without performance degradation.

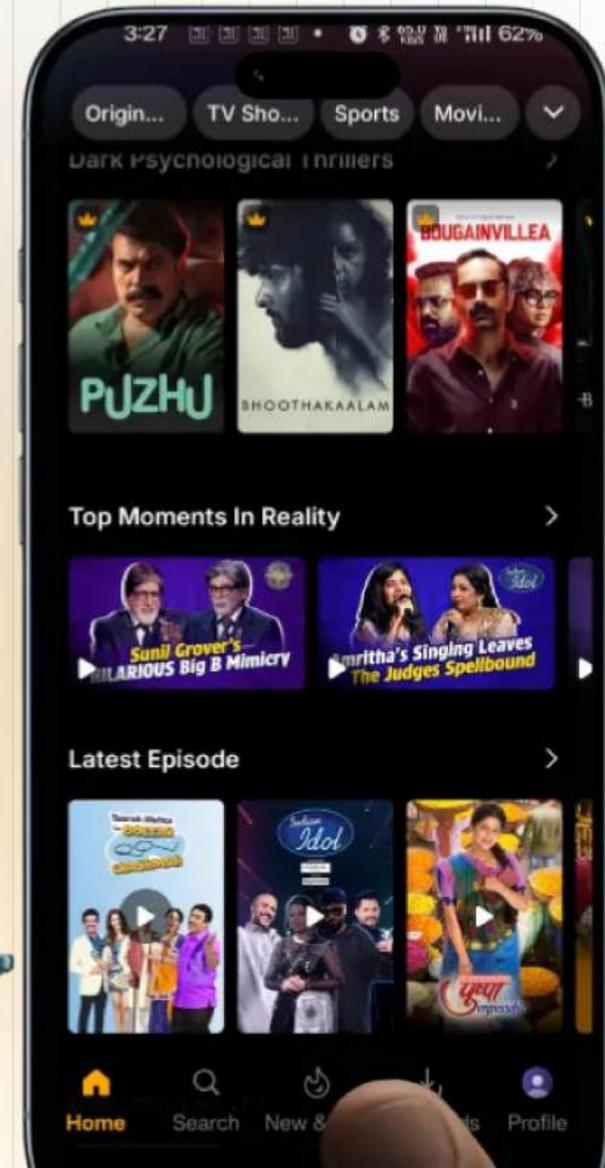
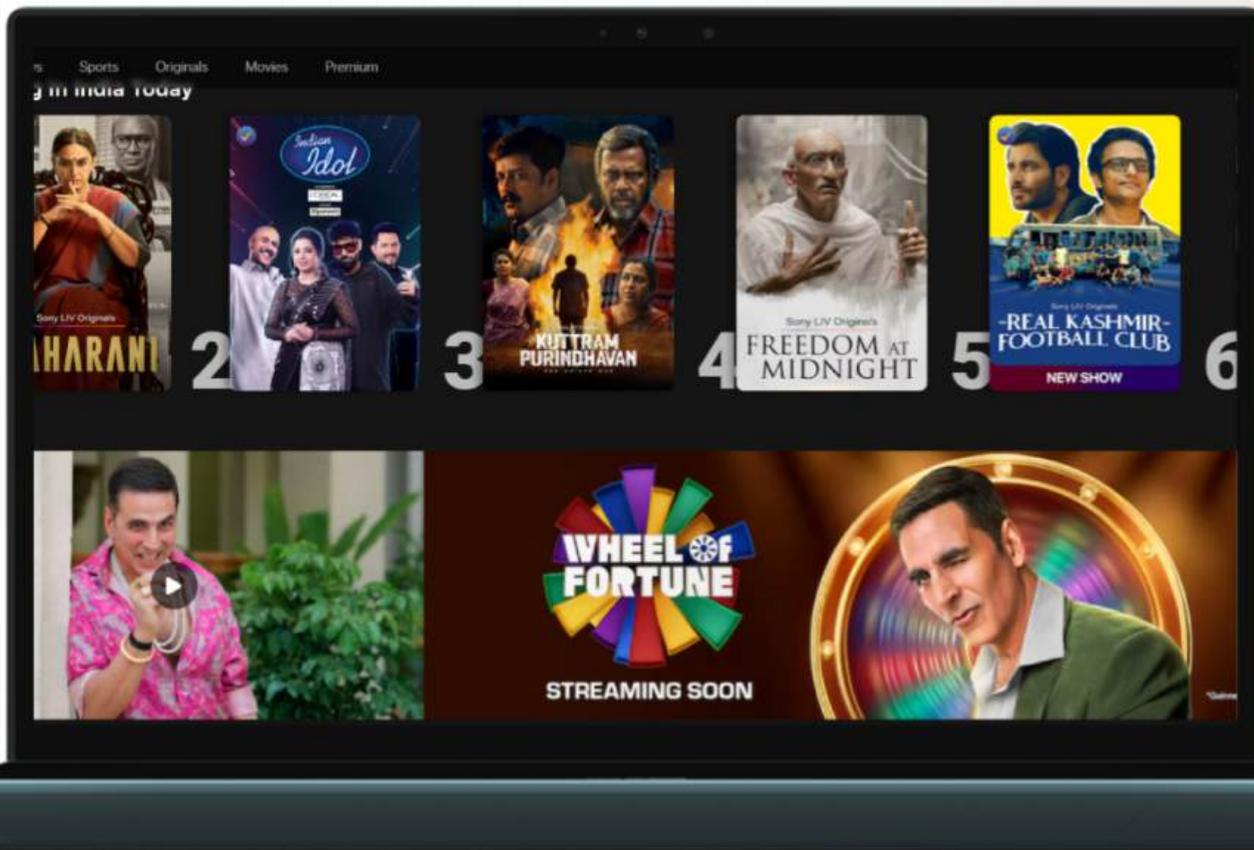
AI-Powered Personalized Recommendation System

- Built a recommendation engine that adapts to individual user preferences, viewing history, and engagement patterns.
- Delivered highly personalized content feeds, improving content discovery and watch time.
- Enabled scalable personalization without compromising system performance as the user base grew.

Structured Maintenance & Post-Launch Support

- Provided 3-month and 6-month maintenance cycles focused on performance monitoring, bug fixes, and optimization.
- Ensured rapid issue resolution and continuous system improvements post-deployment.
- Supported feature enhancements while maintaining platform stability and reliability.





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