

Case Study

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Social Networking and Content Sale in movie Domain



Company Overview:

Our client is a New Media company based in New York. Company is targeting Internet and Mobile customers to View and Buy South Asian Movie Content like Songs, Ring Tones and Full Length Movie. Content is delivered through Thin Clients, Mobile gateways and Big cable companies like Comcast, Time Warner etc.

Domain:

Online Media, Social Networking

Technology:

JAVA, JSP, AJAX, struts, spring, hibernate, MYSQL, JBOSS and Linux.

Our Role:

Mastiff proved to be a Business and Technology partner for the company. We took consulting approach and suggested the company to target its audience through Social Networking Platform and not just deliver content but generate content through Internet Medium.

Mastiff has set up a Offshore Development Center for the client working with Agile Methodology using Scrum. Mastiff designs, develops, tests and deploys the product through the Best Practices. The product has provided a huge kick for the Company to secure Funding and Partnerships with various Content Providers.

