



CASE STUDY

**ENTERPRISE MOBILE
APPLICATION – FOR LEADING
ENGLISH NEWS MAGAZINE**



CCS
technologies

www.ccs-technologies.com

ABOUT CLIENT

India's leading Media and Publisher Organization, owning the biggest selling native language daily newspaper (with a circulation base of more than 2.5 million) and 40 other publications including the largest circulated English news magazine in India.

BUSINESS REQUIREMENTS

With the aim of increasing their readership, brand value, ad-revenue and customer ratings, the client wanted a mobile app for the English news magazine. Requirement specifications: -

- Allow users to listen to articles
- Alexa integration
- Implementing the latest push notification using firebase

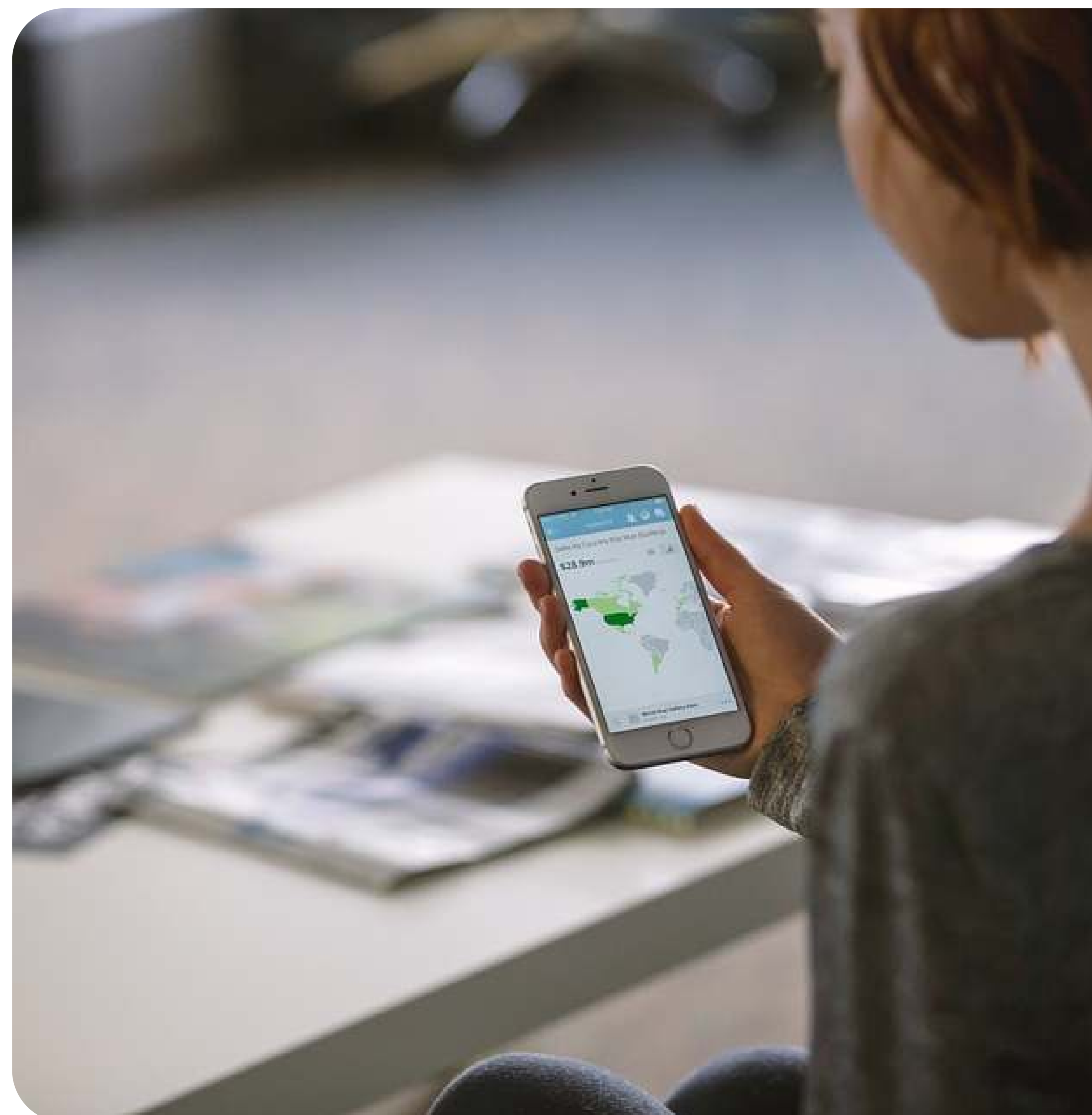
CCS SOLUTION

CCS proposed a multi-layered architectural approach for the mobile application using MVC pattern allowing the data to be efficiently managed. Our solution for the customer was:

- App functioned offline.
- SQLite was used as the database in the android application
- Live video streaming was done using Brightcove ExoPlayer
- Android's text-to-speech was used to read out articles to users.
- Alexa skill was developed using Alexa Skills Kit

BENEFITS/MERITS:

- Boosted the user base of the business by nearly 20,000+
- Increased revenue by 40% from advertisements
- App rating shot up to 4 stars





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