

GlobalLogic

A Hitachi Group Company

Powering the **future of smart TV** with AI, automation and **connected experiences**

A leading smart TV provider needed to modernize its platform, improve user experience, and unlock new revenue streams. GlobalLogic re-architected the TV OS, optimized data operations, and automated security and testing, driving greater engagement, scalability, and monetization.

30M

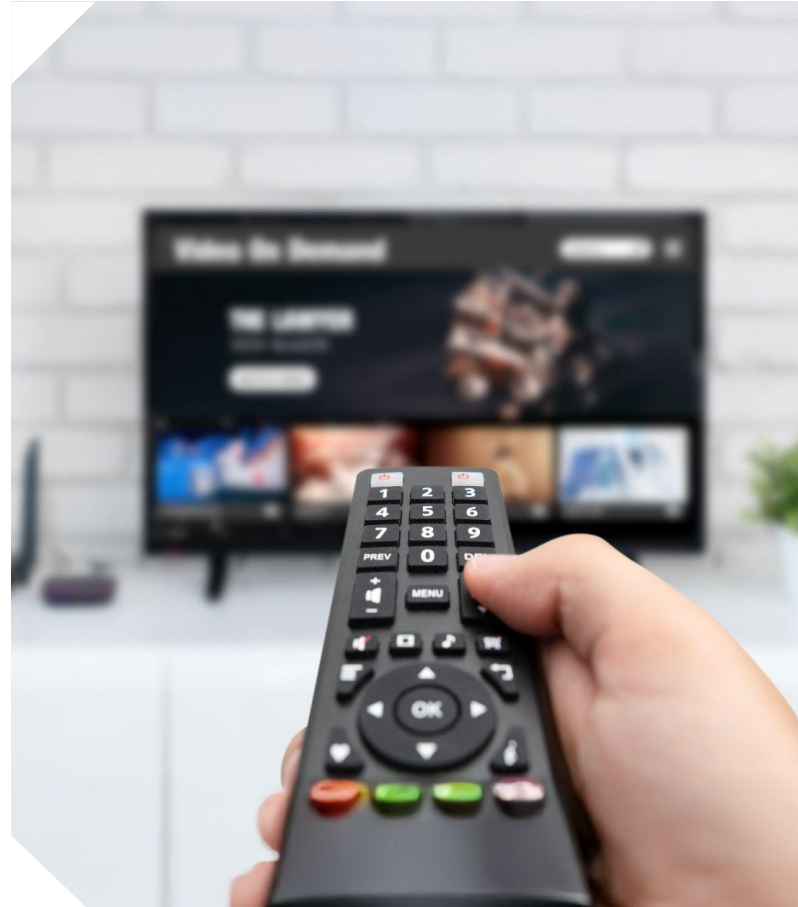
more hours of watch
time per day

~80%

reduction in data
corruption

~20%

annual sales
growth



Challenge

The client faced performance and integration challenges that impacted user engagement and revenue potential.

Slow boot times and a lack of seamless smart home connectivity created friction for users, while fragmented data pipelines limited the effectiveness of ad monetization. Manual testing and security inefficiencies further slowed time-to-market.

To maintain its competitive edge, **the company needed a scalable, efficient smart TV platform** with improved interoperability, data insights, and development automation.

Value Created

- **Re-architected the TV OS and SDK**, migrating to Chromium and enhancing media app integrations
- **Implemented the Matter protocol** for seamless smart home and IoT device connectivity
- **Developed an automated DevSecOps pipeline** to streamline development, security, and testing

Impact

- **15-20% annual sales growth**, totaling 8,000 TVs sold per day, driven by smart home integrations and new business models
- **200% increase in release cycle efficiency**, accelerating time-to-market and product updates
- **50% reduction in defect reports**, improving product reliability and user satisfaction
- Enhanced real-time data insights, driving **higher ad revenue** and targeted content monetization