



RSG Media and LTI announce strategic alliance and joint go-to-market strategy

Today, RSG Media, a media tech company, and Larsen & Toubro Infotech (LTI) a global technology consulting and digital solutions company, have announced a partnership where LTI will implement and support RSG Media's products as part of its solutions portfolio.

RSG Media provides industry-leading rights management, audience analytics, and advertising revenue optimization products to the media & entertainment industry. LTI's extensive global reach with offices in 30 countries will help introduce RSG Media's industry-leading solutions to new customers and markets.

"This partnership is about helping companies looking to get ahead in a hyper-competitive, disrupted industry", says Mukesh Sehgal, CEO at RSG Media. "LTI's skillset and significant market presence affords more companies easier access to our cutting-edge technology and helps them implement it faster. Ultimately, this partnership clears unnecessary obstacles to our customers growing audiences, creating raving fans, and increasing their profits. All of us at RSG Media are tremendously excited to be working with such an impressive team at LTI".

Sudhir Chaturvedi, President Sales & Executive Board Member, LTI, said, "The traditional Media & Entertainment revenue streams are fast eroding with direct-to-consumer formats becoming the new norm. Companies are looking for ways to deliver targeted content to customers, anytime and over any device, while controlling their own operational costs. Our partnership with RSG Media combines our deep industry expertise in new media and our strong digital technology credentials with innovative offerings from RSG Media that will help our customers achieve faster time-to-market and establish leaner operations."

RSG Media and LTI will both be showcasing solutions at the Disney Data & Analytics Conference in Orlando, August 28-29, 2018.

ABOUT RSG MEDIA

RSG Media believes in using both art and science to deliver radical insights and deeper connections to drive the evolution of the media ecosystem. It drives clients' revenue and profits through rights, audiences, and advertising across platforms using deep analytics, AI, enterprise systems, and expert advisory services. Its customers include TV Networks, MVPDs, Studios, VOD & OTT Services, and Brand Licensors.

- **RSG Rights:** Enterprise rights management, strategically tailored to how each business group needs it.
- **RSG Audience:** Radical AI-driven insights to predict and grow audiences. The AI-driven platform brings together 50+ data sources to deliver the audience insights needed to grow a fan base.
- **RSG Advertising:** Advanced analytics & AI to maximize ad revenue. The platform optimizes revenue through sales targeting, pricing, planning, and scheduling.



RSG Media was founded in 1985 and is based in New York City with offices in Los Angeles, London, Delhi/Gurgaon, and Hong Kong. For more information, visit www.RSGMedia.com.

ABOUT LTI

Larsen & Toubro Infotech (NSE: LTI, BSE: 540005) is a global technology consulting and digital solutions Company helping more than 300 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 25,000 LTites enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Find more at www.Lntinfotech.com or follow us at @LTI_Global.