



"Cognizant leads North America's media managed services space with AI-powered content, adtech and rights automation, blending cloud scalability with domain-rich delivery."

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# Cognizant

## Overview

Cognizant is headquartered in New Jersey, U.S. It has more than 343,800 employees across over 50 countries. In FY24, the company generated \$19.7 billion in revenue, with Health Sciences as its largest segment. Cognizant enables M&E enterprises to modernize content, advertising and audience ecosystems through AI-driven automation and cloud orchestration. In North America, Cognizant delivers next-gen IT and business process services across OTT, broadcast and adtech platforms by integrating data, content and monetization workflows. Its studio solutions automate versioning, localization and rendering, thus accelerating edit-to-release cycles by 30-40 percent.

## Strengths

**End-to-end media cloud managed services:** Cognizant manages multicloud infrastructures for OTT and broadcast clients, orchestrating their metadata, transcoding and distribution pipelines. Its partnerships with AWS and Azure enable elastic scaling during live events and on-demand delivery across millions of users.

## Adtech and campaign operations

**modernization:** Cognizant automates ad inventory, creative approval and pricing workflows through its Ad Elevate 2.0™ platform. Its GenAI-enabled forecasting models improve campaign yield by up to 25 percent and reduce manual intervention by over 90 percent for U.S. networks.

## Robust content supply chain management:

Cognizant's MAM/DAM modernization approach integrates AI-based metadata tagging, multilingual QC and workflow orchestration across ingest, production and playout phases. Its Audience Analytics Suite™ and Intelligent Studio Framework™ gather AI-powered audience intelligence and enable connected media production. By integrating first- to third-party data across OTT and programmatic channels, it drives campaign ROI by up to 20 percent and retention up to 15 percent.

## GenAI-automated rights and royalty systems:

Using its Rights & Residuals Framework, Cognizant digitizes contract management, IP validation and payments, driving more than \$1.8 million in annual savings and enhanced audit transparency for major U.S. studios.

## Caution

Cognizant's dependency on legacy IP rights systems and third-party integrations can extend implementation timelines in large M&E modernization programs. The firm should market its supply chain, adtech and cloud managed services with GenAI and agentic AI capabilities into top media conglomerates.