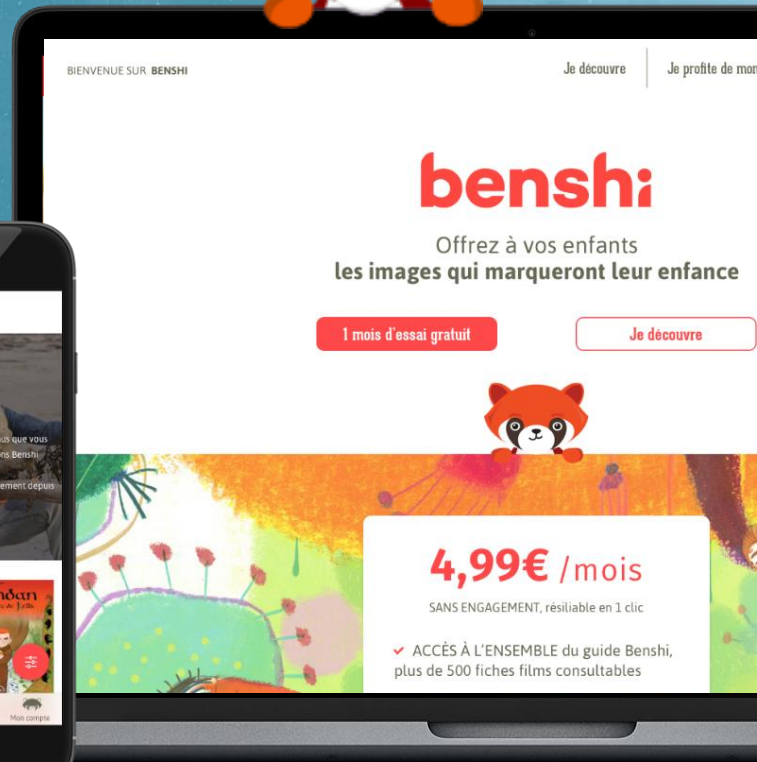
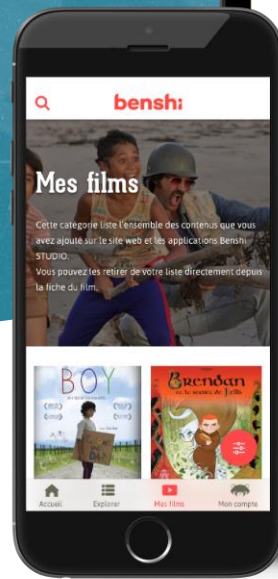


# SVOD FILM SERVICE BENSHI

## Merging media & SVOD websites



## CONTEXT

- Beshi is an **online media** specialized in **movie curation for kids**
- In 2017, Beshi **launched a SVOD service** to complete its media platform
- As their VOD service grew, Beshi felt the need to merge its 2 websites : Beshi.fr and BeshiStudio.fr

## OUR WORK

### Merging the two platforms into one single website

- Creation of a **new navigation experience** & sign-up process
- **Unification of design** across both platforms
- Merging of client databases

## RESULTS

- Better overall customer experience
- **Increased traffic and conversion** on SVOD service