Case Study

Gotransverse Powers High-Volume Monetization Across 19 Countries

STARZPLAY

Company Overview

StarzPlay is a subscription video-on-demand (SVOD) service offering blockbuster movies, popular TV shows, documentaries, kids' entertainment, and exclusive STARZ Originals like *Power*, *Outlander*, and *Spartacus*. Available in 19 countries across the Middle East and North Africa (MENA), StarzPlay delivers content in multiple languages and currencies across a wide range of devices—from smart TVs to mobile apps with offline viewing support.

Business Challenge

As StarzPlay expanded its footprint and launched **StarzPlay Connect**, a cloud-native OTT service in Pakistan, it faced several critical operational needs:

- Scaling quickly to support **high-volume subscriptions and transactions**
- Enabling **Direct Carrier Billing (DCB)** as a preferred regional payment method
- Managing **complex account rules** for regional telecom carriers
- Supporting **daily reporting and compliance** for finance teams

To meet these demands and maintain a smooth customer experience, StarzPlay needed a flexible, high-performance monetization system that could scale seamlessly and automate key financial processes across a multi-national footprint.

Why Gotransverse

StarzPlay partnered with Gotransverse to implement a robust, carrier-grade monetization solution built to support fast-growing OTT businesses.

With Gotransverse, StarzPlay was able to:

- **Launch and scale across 19 countries** with support for 25+ telecom carriers
- Enable **weekly and monthly subscriptions** with mobile-first payment options
- Support both **credit card and carrier-based payments**—with built-in retry logic
- Handle over **5 billion transactions per month** with precision
- Integrate **step-down charging, flexible account logic, and variable billing cycles**
- Maintain accurate GL postings with **over 10 million ledger events daily**

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> *We chose Gotransverse as our strategic partner due to their industry-leading telecom and billing domain expertise which enables them to deftly handle internationalization of billing at high volumes—including mobile billing—and their ability to scale as we expand. The Gotransverse solution enables us to provide an optimal experience for our customers, who prefer to pay as they go via mobile platforms without long-term commitments."*
> — *Saleem Bhatti, CIO, StarzPlay*

Tackling Carrier-Grade Complexity

DCB is widely used across the Middle East, but it introduces a unique set of challenges. Each telecom partner has its own rules, business logic, and reconciliation timelines—making billing automation and operational consistency complex.

With Gotransverse, StarzPlay:

- **Automated subscription management** logic tied to carrier systems
- **Configured a retry engine** for variable charging scenarios
- **Adapted rapidly** to carrier-side change requests and API updates
- **Maintained full auditability** for finance teams, with daily reporting and controls
- **Ensured compliance** across both managed and unmanaged payment flows

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> *The partnership between StarzPlay and Gotransverse is built on flexibility, collaboration, and deep domain knowledge. Their technology allows us to maintain alignment with carrier requirements while continuing to scale rapidly."*
> — *Saleem Bhatti, CIO, StarzPlay*

Results

With Gotransverse as a strategic partner, StarzPlay successfully launched StarzPlay Connect on a distributed cloud infrastructure, optimized for local performance and rapid scaling. The monetization environment now supports:

- **Seamless mobile-first payments** and credit card processing
- **Dynamic pricing and retries** tied to subscriber preferences
- A high-volume architecture that supports **millions of customers across 19 countries**
- A **flexible go-to-market model** for OPEX-based OTT service expansion

The integration of Gotransverse has allowed StarzPlay to focus on delivering premium content and a customer-first experience while ensuring consistent, compliant, and scalable monetization operations.

Book Your Custom Walkthrough

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About Gotransverse

Gotransverse delivers a fast, flexible billing and revenue management solution. Our intelligent cloud-based software was built by industry experts to handle the most complex pricing models. Since 2008, we've partnered with companies to streamline operations and unlock revenue potential, ensuring they can scale with confidence. From our headquarters in Austin, Texas, Gotransverse leads the way in enterprise monetization. To learn more, go to gotransverse.com.