



Designing a Premium Video Service Experience for ROW8



YEAR
2016

REGION
NAM

CLIENT
ROW8

Objective

ROW8 is a transactional video-on-demand service based in the U.S. The company wanted to launch a premium video-on-demand service that would allow consumers to watch movies in their homes while said movies were still in theatres.

Solution

ROW8 enlisted Accedo to design a service experience, build the apps on multiple platforms - including web, mobile, and OTT devices - and to integrate with the company's OVP. Throughout the project, Accedo worked closely with the client to pivot efficiently and effectively, and ultimately helped bring the ROW8 service to market.

Result

The ROW8 video-on-demand service launched to great success in 2016. The company has since brought most of their app development in-house but still uses Accedo resources for some of their development efforts.

