



Success Story

Fan engagement platform development for a leading Indian OTT provider

Customer

Leading OTT Platform

Country

India

Industry

Media &
Entertainment

About the Client

The client is an Indian OTT streaming platform, specializing in original web series and short films across multiple genres. It offers content in multiple regional languages, including Hindi, Telugu, Tamil and Bengali, promoting inclusivity and catering to a diverse audience. Through an affordable subscription model and a strong mobile-first presence, the client continues to build a loyal viewer base while pushing boundaries in content creation and delivery.

Tech Stack



Business situation: A vision for real-time fan engagement platform

The client aimed to expand their digital ecosystem by launching a new platform focused on celebrity-fan engagement. Recognizing the growing demand for more personalized experiences, they envisioned an app that enables direct interaction between fans and celebrities – while allowing celebrities to monetize their personal brand.

The platform would allow celebrities to offer services like one-on-one video and voice calls, messaging and even bookings for in-person meetings. Celebrities would also be able to offer tiered subscription models, giving fans access to exclusive content and interactions based on their subscription level.

To turn this vision into reality, the client partnered with Unthinkable Solutions, known for its deep expertise in building scalable, secure and high-performing digital platforms. This collaboration aimed to create a seamless and engaging platform that redefines how fans and celebrities connect.

At the outset, Unthinkable Solutions was required to:

- ✔ Plan and execute the entire development lifecycle by recommending the ideal software architecture and technology stack specifically aligned with the functional, performance, and scalability needs of the fan engagement platform.
- ✔ Deliver a highly engaging, intuitive mobile UX to ensure smooth onboarding, easy navigation, and a premium feel that aligns with the client's brand vision of bold, trend-forward digital experiences.
- ✔ Enable real-time video and voice communication features that allow fans to interact directly with celebrities through scheduled video calls, voice calls, and messaging, powered by secure and low-latency protocols.
- ✔ Integrate a secure payment gateway to support multiple monetization models such as subscriptions, pay-per-call, message credits, and in-person meet bookings.
- ✔ Create separate mobile dashboards in the mobile app for celebrities and audiences, allowing celebrities to manage interactions, content, availability, and earnings while the audience can explore profiles, subscribe and initiate engagements.
- ✔ Develop a centralized admin portal to manage platform operations, including user and celebrity account management, content approvals, payment oversight, dispute resolution and analytics tracking.

Bridging the gap between celebrities and fans with an immersive fan engagement platform

Team Unthinkable began the project by working closely with the client to understand their vision of building a celebrity engagement platform. We aligned on key requirements such as direct communication features, flexible subscription models and smooth user experiences for both celebrities and fans.

To deliver a high-performance solution, we used React Native to build a cross-platform mobile app that works seamlessly on both iOS and Android. ReactJS was used to develop a web-based portal for admin and celebrity management, providing a responsive and user-friendly interface. The backend was built using Node.js, enabling real-time interactions, secure data handling, and efficient management of booking, messaging, and video call services.

We integrated secure payment gateways to support multiple monetization models like one-on-one video calls, messaging, subscription plans, and physical meeting bookings. This ensured smooth and safe transactions for both users and celebrities.

A robust admin portal was also developed to manage platform users, monitor content, handle bookings, view earnings, and generate analytics reports, giving the client full control over platform operations.

Some of the features we developed:

Event Management Module

We implemented an event management feature that allows celebrities to create and manage both online and offline events such as live Q&A sessions, meet-and-greets or shows. Through a dedicated dashboard, they can set event details, track registrations, and manage attendance seamlessly.

Live Streaming Module

We enabled celebrities to host live sessions directly within the app. These sessions can be made accessible to all users or limited to specific subscription tiers, helping celebrities to connect with their fans in real time. The live stream also includes a chat feature, allowing users to interact with the celebrity during the session.

Subscription Model Management

To support monetization, we integrated a subscription model that lets celebrities offer different levels of membership. Each tier provides benefits such as access to exclusive content, private interactions and early event bookings; enabling celebrities to engage with fans while monetizing their brand.

Fan Access Management

We built an intuitive fan access feature that allows users to explore upcoming celebrity events, register with ease, and join live sessions or physical meetups. The interactive interface supports real-time engagement in order to let fans ask questions, send reactions, and participate actively during events for a more collaborative experience.

Actor Profile Management

We designed dedicated profile pages for each celebrity, showcasing their bio, availability, upcoming and past events, subscription plans and engagement options. This helps fans easily discover how to connect, what content is available, and what to expect from their favorite celebrities.

Payment Wallet Integration

To ensure smooth transactions, we integrated a secure in-app wallet. Users can add and store funds safely and use the balance for booking events, subscribing to plans, or paying for direct interactions like calls or chats; enabling a seamless and frictionless payment experience within the platform.

How the fan engagement platform expanded the client's digital footprint?

The newly launched fan engagement platform empowered the client to expand their digital footprint beyond OTT streaming. By integrating real-time interactions, flexible monetization models, and personalized fan experiences, the platform opened up a fresh revenue stream and significantly boosted user engagement.

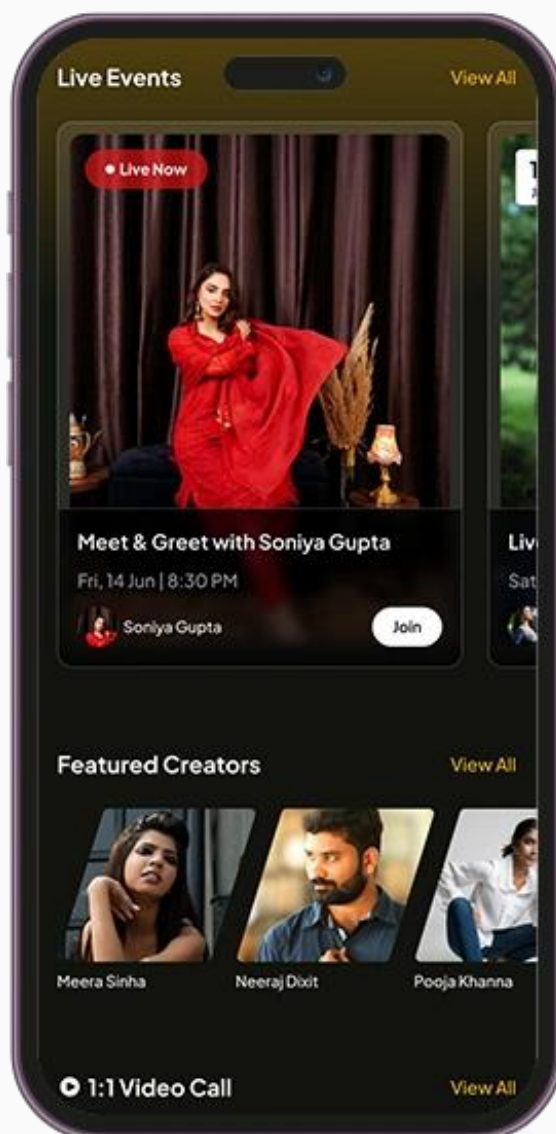
Over 1,000 celebrities were onboarded, each leveraging features such as one-on-one video calls, chat and exclusive content subscriptions to connect with fans more authentically. This allowed them to not only deepen fan relationships but also monetize their presence more effectively.

Fans benefited from a seamless, mobile-first experience – enabling real-time interactions with their favorite personalities through live sessions, messaging and scheduled meetups. The built-in wallet system and tiered subscriptions further enhanced accessibility and convenience.

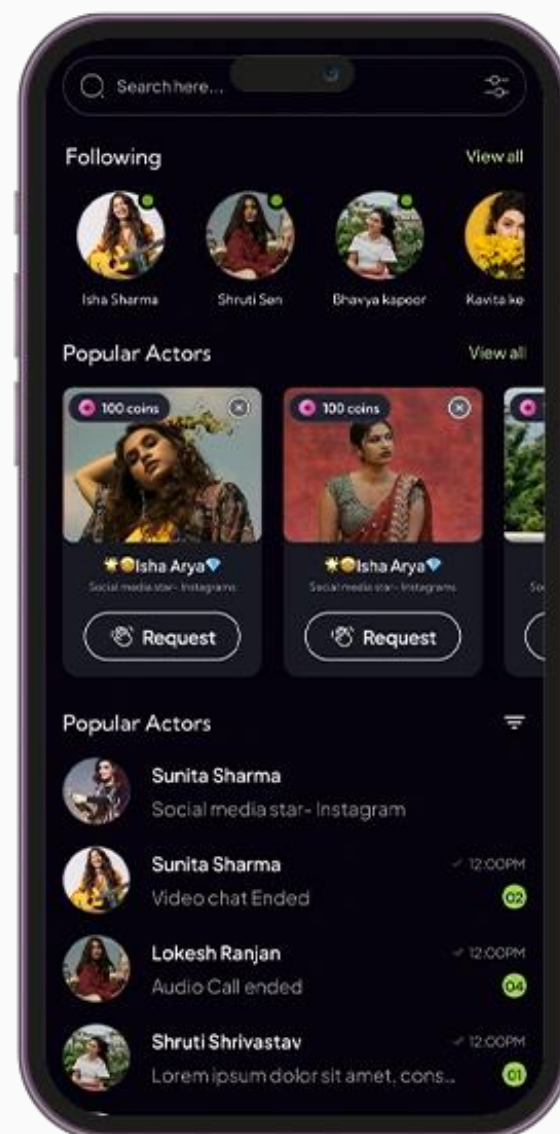
Within just a few weeks of launch, the platform generated over \$3 million in revenue and enabled more than 25,000 to 30,000 meetings between celebrities and fans. The platform saw strong user sign-ups and high activity across chat, call, and event features. This positioned the client as an innovative leader in the entertainment space, offering personalized, scalable, and interactive digital experiences at a whole new level.

\$3M+	Revenue Generated
1000+	Celebrities Onboarded
25k+	Meetings Scheduled

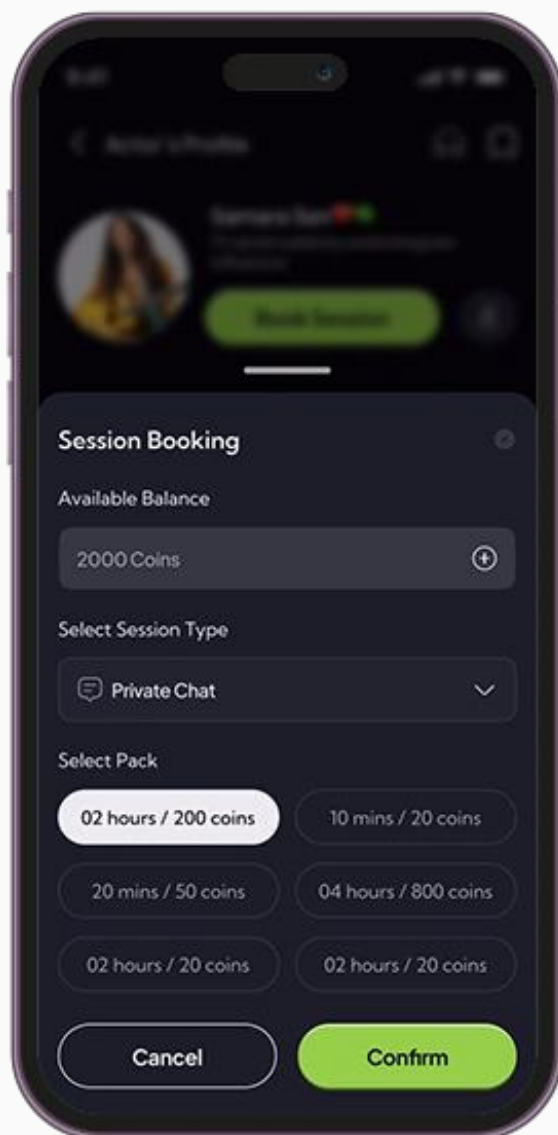
Product Snapshots



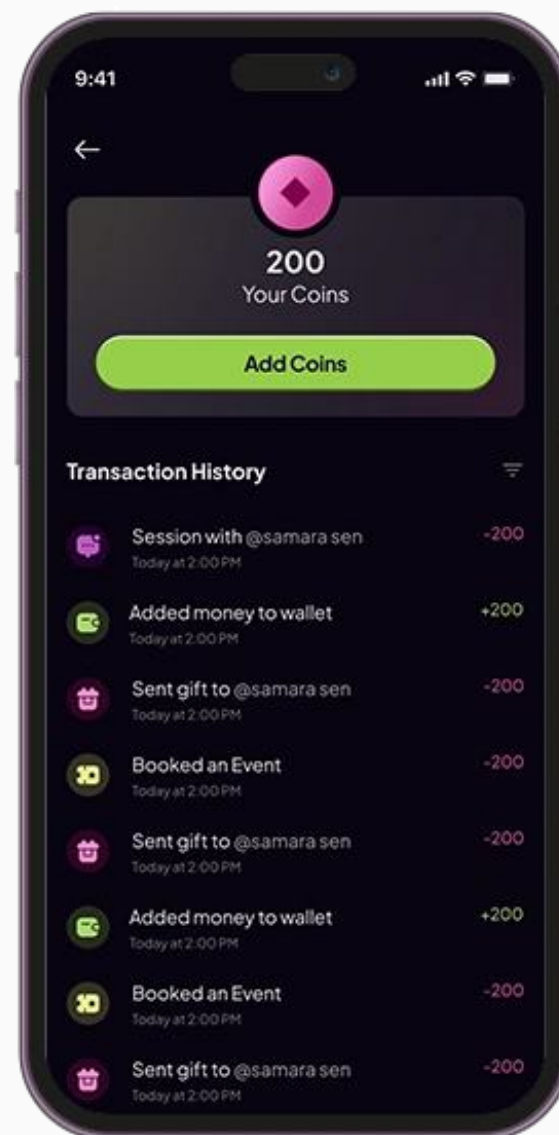
Fans can view upcoming celebrity events, register for them, and participate in live sessions



Each celebrity has a dedicated profile page where fans can view their bio



Fans can book one-on-one sessions through a simple and intuitive interface



A built-in wallet allows users to add and store funds securely within the app

Is there a digital platform you want to build or take to the next level?

Setup a personalized consultation with our technology expert.

Let's Talk