

# DIGITAL MEDIA CONTENT DISCOVERY AND RECOMMENDATIONS





# CONTENTWISE

## CROSS-MEDIA, MULTISCREEN CONTENT DISCOVERY FOR DIGITAL TV, E-BOOKS, GAMES, MUSIC, AND APP SERVICE PROVIDERS

ContentWise produces personalized recommendations that increase content consumption and demand of digital media content. Its Business Rule and Insights Analytics engines empower operators to use recommendations to maximize the return on their digital content catalogs. ContentWise is built for high-volume, high-performance systems, and its integration-ready architecture and partner ecosystem enable operators to deploy quickly and safely.



### CONTENT DISCOVERY

ContentWise helps users easily find **relevant content**, enjoy a **personalized experience** and **discover new content** based on their interests and social networks. Built on 10 years of research, ContentWise analyzes **user profiles, preferences** and **activity**, aggregates digital media catalog metadata of **VOD, linear TV programming, games, music** and **apps** and integrates **social profiles** from Facebook and other external unstructured data to suggest the best content for each individual viewer. Recommendations help users discover lesser-known content, increase time spent and reduce user frustration.



### MONETIZATION & ANALYTICS

ContentWise helps operators manage **marketing KPIs**, by enabling them to act on **revenue, profitability** and **retention metrics**. **ContentWise Business Rules** enable operators to control recommendation output to **push** selected content, **up-sell** and **cross-sell** revenue-generating content. Business rules allow to target recommendations based on demographic, pricing, behavioral and time-of-day criteria. **ContentWise Insights Analytics** enable operators to monitor the **performance** of organic recommendations and the **effectiveness** of business rules.



### OPERATOR-READY TECHNOLOGY

ContentWise is a **complete, robust solution** built for **large-scale deployments**. Its integration-ready architecture and partner ecosystem enable operators to deploy fast and safely to millions of users. The software is designed for **easy integration** with media services, and because of its **cross-media** and **metadata processing capabilities**, is ideally suited to providers who want to add recommendations to media stores that aggregate multiple media domains such as digital TV, e-books, games, music, and apps, even with low-quality metadata input. All services are managed through a single **management portal** and exposed through a full set of **standard APIs**.



## HOW IT WORKS:



ContentWise is a backend engine that monitors user interactions across multiple channels and produces personalized recommendations on any application user interface or device. Operators can monitor, control and pilot recommendations and promotions with Business Rules and Insights to drive the KPIs that are specific to the operator business model.

## CONTENTWISE CORE FEATURES:

### RECOMMENDATION APPROACHES

ContentWise recommendation styles are the result of a blend of optimized semantic and collaborative algorithms:

- **Content-based recommendations:** based on similarity of metadata such as genre, cast, director, release year or based on the semantic context.
- **Personalized recommendations:** based on the individual user profile information, such as demographics, and activity, such as viewing history and implicit and explicit rating data.
- **Social recommendations:** based on "People who watched this, also watched..." algorithms, on the activity of similar users and on the analysis of social network profiles and friends' activity.



Personalized Recommendations



Smart Channels



Social Network Integration



Business Rules Management

### SMART CHANNELS

ContentWise allows users to save recommendations, searches and bookmarks into dynamic personal "channels" that get updated automatically as new content enters the catalog or programming.

### SOCIAL NETWORK INTEGRATION

ContentWise connects with social networks like Facebook to extract user profile information, likes and friends activity, present friends' recommendations and match content with with catalog metadata.

### CROSS-MEDIA DISCOVERY

ContentWise can recommend media in one category, for example games, based on user activity and catalog data in a different category, for example digital TV. Operators of cross-media app stores can manage multiple categories with a single discovery platform.

### BUSINESS RULES ENGINE

The Business Rule engine allows operators to run marketing campaigns and promotions. It can filter content in and out of recommendations results, push selected content and alter the order of recommended items, based on demographic, pricing, behavioral and time-of-day criteria.

### ANALYTICS AND REPORTING

ContentWise Insights enable operators to monitor the performance of "natural" recommendations and the effectiveness of Business Rules against KPIs and business targets. ContentWise provides out-of-the-box reports and the ability to create and generate custom reports.

## BUSINESS BENEFITS:

### HIGHER VOLUME AND PROFITABILITY

ContentWise allows operators to increase customer purchase rate, attract new customers and uncover new revenue streams through up-/cross-selling opportunities. ContentWise business rules and marketing campaign management enables operators to set specific business goals and gives them the tools to push to users the most profitable, best-selling content.

### BETTER USER EXPERIENCE AND HIGHER CUSTOMER RETENTION

ContentWise improves the quality of the service delivered to viewers, improving and personalizing the end-user experience and making content discovery easy and comfortable. As a result, ContentWise reduces customer churn rate, while strengthening customer loyalty.

### FAST RETURN ON INVESTMENT

ContentWise ease of deployment and rapid integration guarantees a fast deployment and shortened payback period on the investment. ContentWise ships with native support of a large set of commercial data sources, both in the installed, enterprise version and the software-as-a-service (SaaS) version.

### STRATEGIC DECISION SUPPORT

ContentWise provides marketers with key information regarding viewing and consumption trends, their promotion performance and their marketing campaign effectiveness, helping them to refine and adapt their business strategy.

## PARTNERS:



## ABOUT CONTENTWISE:

ContentWise is designed and built by the experts in data analysis and performance. ContentWise is a business of Moviri, leading provider of data mining and optimization solutions for enterprise systems and digital media. With offices in Milan, London, and San Francisco, Moviri has a 10-year track record of success in IT optimization, software, and consulting services. Moviri major references include key U.S. and European players in the media, Telco, IPTV, and electronic industries, including Fastweb, On Telecoms, Pirelli Broadband Solutions, Telecom, Tele2 and Vodafone.