The Driverless TV User Experience

Personalization, UX management, analytics and metadata management for broadcast, OTT and pay TV.
The traditional TV experience is broken

The traditional TV user experience (UX) is **sluggish, cumbersome** and **one-size-fits-“some”**.

**Operator**
Marketing, Programming, Product, IT

- Too much manual curation, **repetitive** tasks
- **Not enough** data-driven marketing decisions
- **Lack of** actionable catalog performance data
- Multiscreen UI changes require **expensive** dev/QA

**Subscribers/Viewers**
Cable, Broadcast, OTT

- **One-size-fits-all**, drill-down, excessive scrolling
- **Takes too long** to find interesting content
- **Limited real estate** vs growing catalogs/programming
- Poor user experience leads to **frustration** and **churn**
TV operators are focused on UX and discovery

“A compelling user experience and content discovery”

“Very important”

In a survey of OTT operators, viewer experience ranked as the most important factor, after video quality*

* Data from “The OTT TV Experience”, Digital TV Europe, 2016
The business consequences of poor user experience

Our customers tell us they are facing crowded markets and growing customer expectations.

Are you differentiated from competing services?

As new services launch and the market becomes more crowded, it becomes harder to cut through and differentiate your services.

How long before your subscribers churn?

Even if a viewer knows what they are looking for, it can be a daunting task to find it. Customers will quickly churn away from poor quality offerings.

Are your development costs out of control?

As screens, platforms, and services expand in complexity, software development, integration, and maintenance costs can drag an operator away from profitability.

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Automate the digital content storefront.
ContentWise centralizes control of the entertainment offering and automatically manipulates UI elements, balancing machine learning and assisted editorial curation.

Deliver a personalized, self-tuning experience.
CW profiles each viewer and delivers personalized recommendations, search results, browsing selections, micro-genres and personal UI layouts. (i.e. Your own homepage!)

Give superpowers to editorial teams.
CW uses data to help editorial teams analyze behaviors, measure catalog performance, automate otherwise repetitive curation tasks.

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UX software must marry manageability AND automation

Editorial Manageability

- Low-effort editorial management
- Templates and automatic layouts
- Business rules, recipes and KPIs
- A/B testing and performance analytics

Deep Automation

- Context-adaptive user interfaces
- Self-tuning loop based on user actions
- Content personalization and discovery
- Machine-learning preference profiling

Human Ingenuity

Machine Speed

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ContentWise automates key operator processes

Editorial Management
- UX Recipes & Curation
- Targeted Marketing
- A/B Testing

Data Science
- Predictive Analytics
- Catalog Performance
- UI Performance

UX Personalization
- Real-Time Self-Tuning Machine Learning
- Consumption Data
- Interaction Events
- Clickstreams

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Benefits of implementing ContentWise use cases

- Next-to-play & Binge watching ➞ More playbacks, more ads
- Home screen suggestions ➞ Shorter time-to-content
- Similar or related content ➞ Better catalog perception
- Because you watched... ➞ More trust
- Targeted promotions ➞ Better conversion
- Automatic recording ➞ Better value for premium ch.
- Personalized notifications ➞ Higher return frequency

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Our customers report significant increases in consumption, engagement and loyalty KPIs.

Consumption and catalog coverage go up

Subscriber churn is lower

More abundance and novelty are perceived by users

ARPU, T-VOD revenues are higher

Premium channels are perceived as more valuable

Users have more fun and talk about it
ContentWise simplifies management and operations

Editorial, marketing and programming teams eliminate repetitive tasks, manage the content offering and optimize business outcomes using the ContentWise web-based toolset.

Centralized **UX control** of all clients e.g. STB, Smart TV, Mobile

App **development**, **QA** and **maintenance costs** go down

**Low value-add** editorial tasks are eliminated or automated

**Editorial recipes** and **promotions** become easier to test

**Subscriber entitlements** and **availability windows** are optimized

Maximum value is extracted from **content rights**
Customer Example: Widening the Catalog Coverage

**Customer**: Top SVOD service.

**Challenge**: Without personalization, most of the catalog was ignored by users, with 38% of titles NEVER watched!

**Solution**: Present content sorted by personalized user relevancy. Personalized recommendations in the home screen, surfacing of related content, sort promoted content according to personal viewing history.

**Results**: Catalog coverage (share of items watched) doubled, time-to-content decreased, frequency of return increased.

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**Titles with at least 4 playbacks**

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<thead>
<tr>
<th></th>
<th>No Personalization</th>
<th>With ContentWise</th>
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<tbody>
<tr>
<td></td>
<td>42%</td>
<td>80%</td>
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<tr>
<td><strong>Increase</strong></td>
<td>+90%</td>
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**Customer:** Top European IPTV service operator.

**Challenge:** Use recommendations and personalization to increase average ARPU from TVOD premium content offerings, without implementing variable pricing.

**Solution:** The operator leveraged ContentWise business rules to push individually personalized premium content selections to subscribers with the highest probability of purchase.

**Results:** PPV average sale transactions and ARPU grew by 26% and 38% respectively vs. control groups.
Top tier operators and a global footprint

100+ million TV viewers
Sales up 2.4x in 2016

ContentWise Los Angeles
ContentWise Boston
ContentWise Milan
ContentWise Singapore