

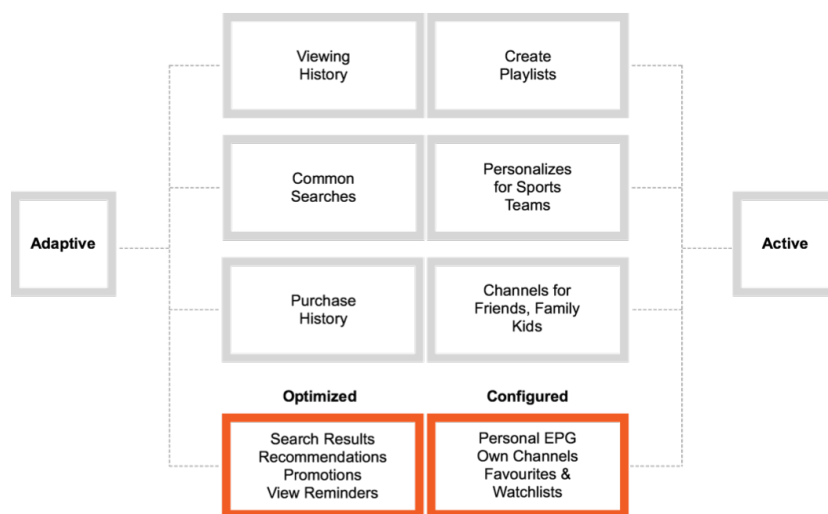
Personalization

Personalization is the heart of our technology and provides the platform for our rich, powerful and highly flexible services to deliver an individualised multiplatform content discovery experience.



ADAPTIVE & ACTIVE

Personalization uses the implicit and explicit preferences of users to give them a better experience. Kannuu technology features both Adaptive & Active personalization functionality. We can deploy analysis of individual and group user-derived data to enhance discovery (Adaptive). We also enable user-level intuitive interface and service configuration (Active) thus providing a fully immersive discovery experience.



Adaptive Personalization

USER PROFILES

Kannuu enables simple set-up of user profiles to capture preferences and deliver easy, individualized content discovery. User data can also be blended to create “Household” and “Joint” accounts, facilitating family discovery.

MULTIDIMENSIONAL RECOMMENDATIONS

New layers of associations that deliver individual content choices based on personal intelligence. Includes analysis of preferences from viewing and purchase history, platform & device data as well as collaborative filtering from group behavioural analysis.

SUPERCHARGED SEARCH

By incorporating personal data it is possible to sharply increase the already leading Kannuu search performance by prioritizing certain data in the predictive and suggestive algorithms that power our proprietary search functionality.

SOCIALIZED TV

Adaptive personalization features include the facility for users to authenticate via social networks to include activity on TV services in their social activity and vice versa. This includes recommendations from their network, sharing content and much. Personalization finally provides the mechanism for TV services to interface with the digital lives of viewers.

Active Personalization

Our Personalization platform provides a means for service providers to create and/or enable virtually any consumer-centric discovery experience enhancements.

FAVORITES, BOOKMARKS & WATCHLISTS

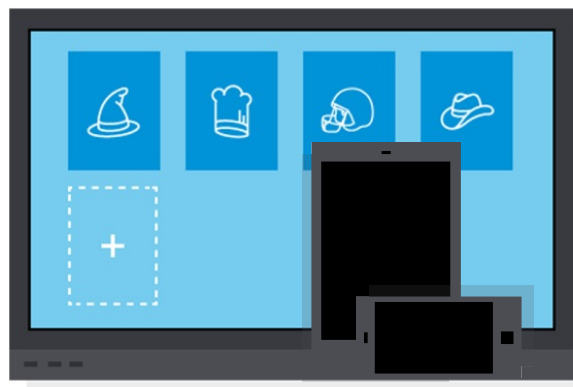
The simplest form of Active personalization. Let users create single or multiple containers for things they like. Can be any based on any metadata fields such as titles, people, channels.

KEYWORD CURATION

Take personalization further with content collection on any subject. Keywords can be used singly or in combination. Matching content from VOD catalog or future linear transmission is automatically found, organised & presented.

'SMART GUIDE' TIMELINE EPG

Enable users to configure the EPG to their individual interests and preferences. Allows for simple favoriting all the way up to personalized channel selection with 'timeline' presentation of relevant linear and VOD content.



SERIES COLLECTION

Collect all episodes and series together across VOD content and forthcoming linear transmissions to put your users' favorite series at their fingertips for binge-ready browsing.

ALERTS

Let users set up alerts so they never miss a thing. Alerts can be configured to deliver on-screen messages and notifications for content now on or coming up as well as integrate with CRM systems to deliver via SMS and email.

Totally Optimized

Personalization is configurable in every conceivable way with the adjustment of content weightings and any other data point possible in real time from the Management Console.

Implementation of business rules any other content or user data priorities can be set and changed at will and at any time, for complete flexibility and continuous discovery optimization.

SAAS or On-Premises

Personalization delivers data to power services for any device on any network, enabling full multiplatform service provision.

Data and services can be hosted and delivered from our telco-grade cloud Platform or we can also implement Recommendations in any client technology environment.

