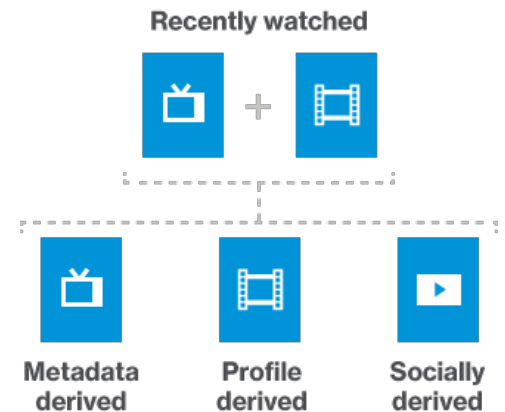# Recommendations

Kannuu offers Recommendations as a Service, blending multiple dimensions with each offering specific content recommendation benefits to derive the ideal content selections and associations in any context.

FRESH, RELEVANT, PERSONAL.

Kannuu Recommendations comprise content-based, socialised and personalized recommendation layers to ensure accuracy and a curated experience for the user at any time. Kannuu have proprietary content analysis methodology that delivers a foundation layer of 'similar' titles. This is augmented by social data to deliver collaboratively filtered additions. Selections are then personalised and filtered based on the viewer context, such as device and time of day, as well as personal viewing history & other preference data.

Recently watched

Metadata derived | Profile derived | Socially derived

Content Analysis

We start with a foundation of content similarities and relationships based on proprietary metadata analysis. These recommendations take into account genre and sub-genre, the cast and director, expanded keyword lists, recency and a variety of other related contextual analysis and information.
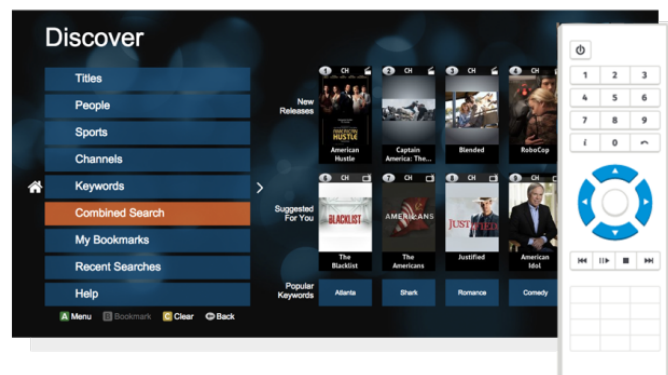
In fact there is no necessity for customer data or further input to get accurate, relevant content recommendations based on this dimension alone. Our content analysis recommendation layer is available as a stand-alone service or as the base layer of our multi-dimensional recommendations service.

ALSO INCLUDED: SMART OBJECTS

These packaged meta-content associations provide significant value-add to the discovery experience in a variety of viewing contexts. Through the inclusion of 'Actor Friends', 'Appearances' and other Smart Objects it is quick and easy to provide the consumer with convenient, engaging and highly browseable navigational choices.

Socialized

The social recommendations layer is derived from behavioral clustering and profiling, the techique known as 'collaborative filtering'. Through viewer associations with behavioral groups come recommendations of 'People who watched Lost, also watched Homeland.'

These recommendations can be derived from analysis of aggregated viewing and behavioral data but also any other source of data in which user content preferences are expressed, for example from CRM activity.
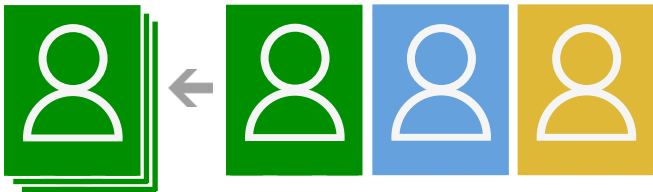
Kannuu also offers suppor for authentication through and integration with social networking sites. In this way viewers reach out and share with their friends, providing and receiving recommendations based on the viewing and preferences of the people in their lives.
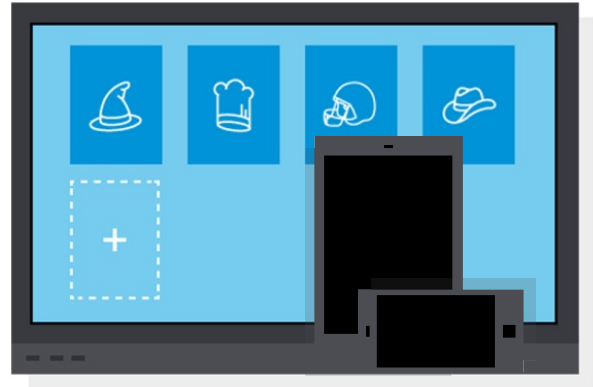
Personalized

We work with our Personalisation platform or with data from any source to layer in and filter recommendations based on analysis of individual user profiles. We 'listen' for a wide range preference signals including search and viewing history, purchases, favourites, ratings and other data to provide highly targetted recommendations for the individual.

We also include device and time of day in our analytic filtering, ensuring that the most appropriate content is suggested for a fully optimised TV Everywhere discovery experience.

Totally Optimized

Recommendations are configurable in every concievable way with the adjustment of content weightings and any other data point possible in real time from the Management Console.

This means that any business rules, promotional requirements and any other content priorities can be set and changed at will and at any time, for complete flexibility and continuous discovery optimization.

SAAS or On-Premises

Our recommendations can be delivered to any device on any network at any time, enabling full multi-platform service provisions.

Like all our technology, Recommendations can be hosted and delivered from our telco-grade cloud Platform to provide a true 'plug & play' service. However we can also implement our Recommendations technology in any client technology environment.

kannuu™

For more on Kannuu, visit **www.kannuu.com**