

CASE STUDY:

Kannuu's Content Discovery Technology Improves User Experience and Increases Revenue for Telstra

OVERVIEW:

Content discovery is the key element to consumer satisfaction, which directly drives engagement and monetization.

20%

of customers engaging in the Kannuu system purchased

8x

higher user engagement than prior discovery service

3.8%

increase in overall revenue when using Kannuu service

THE PROBLEM:

Today, video-on-demand (VOD) and paid content purchases account for a significant share of profit for video and cable providers globally. However, experience shows that users become frustrated or lose interest and quit searching if it's too difficult to find what they're looking for. A common problem is the dreaded 'letter gird' keyboard that forces users to sift through thousands of channels and titles for a TV show or movie to watch.

This breeds:

- Low user engagement
- Lost PayTV revenue due to findability issues
- Poor customer satisfaction

Telstra Corporation Limited is Australia's largest telecommunications and media company, which builds and operates communications networks and markets voice, mobile, Internet access, PayTV and other entertainment products and services. Telstra noticed that customers were becoming frustrated or would lose interest and quit searching when it was too difficult to find what they were looking for.



“Prior to the Kannuu discovery experience launch, an average of only 10 percent of consumers used the search function,”

- Eric Kearley,
director of IPTV and
PayTV, Telstra

Telstra needed help improving the user experience by making the search function easier to navigate, enhancing content recommendations and improving the user interface (UI).



THE SOLUTION:

Kannuu's technology improves the user search and discovery experience by analyzing viewer behavior data and combining that with knowledge about the content itself.

Telstra Corporation Limited adopted Kannuu's content discovery technology in December 2013. Kannuu's predictive algorithms, paired with the directional input arrow keys found on standard remotes, provide fast content discovery for the user with less key entries.

THE RESULTS:

Telstra experienced a noticeable improvement in customer interaction and satisfaction with the Kannuu technology on their over-the-top (OTT) platform.

"After incorporating Kannuu's technology, over 30 percent of consumers began using the search function, with peak times seeing over 70 percent usage. Further analysis of Kannuu's interactive UI on Telstra's service showed customers engaging up to eight times more in search and discovery than ever before, resulting in a 3.8 percent increase in video-on-demand revenue."

- Eric Kearley, director of IPTV and PayTV, Telstra

USER ENGAGEMENT ANALYSIS

Engaged Users

Out of the top 30 movies, **over 25%** were discovered on the Kannuu platform.

20%
Media Purchases

17% of Purchases Found with Kannuu

INCREASE IN REVENUE:

Because consumers have an easier time searching and, ultimately, finding the content they're looking for, they're more inclined to purchase video content. Analysis showed that nearly 20 percent of engaged customers purchased media content, and 17 percent of title purchases overall resulted from Kannuu's discovery platform. The data showed that for some of the "top 30" movies, over 25 percent of the purchases resulted from discoveries on the Kannuu platform.

As consumer demand for rich media content continues to grow exponentially, the discovery experience of finding relevant, personalized content of interest is paramount. Kannuu's discovery experience changes the paradigm for discovering personalized, relevant content.



Kannuu provides a truly personalized content discovery platform for quickly finding relevant media in today's multi-screen, content-rich environment. Its content discovery system reduces key presses by up to 90% compared to existing services on the market while seamlessly guiding consumers to increased media consumption.

For more on Kannuu, visit