



EPG Correction Distillery™

Providing VOD-like experiences for
catch-up and replay



DISCOVER

How to boost catch-up and replay viewing with 20%

As 35% of catch-up viewing happens within 15 mins after the program starts, having correct start- and end- times in place as soon as possible is key to ensure users' satisfaction and engagement.

With our solution real-time adjustments are made by correcting the misalignment between the scheduled and the actual air times of TV programs and commercial breaks for any channel.

This allows catch-up viewers to enjoy their favourite programmes from the very beginning and delivering a harmonious viewing experience.



UNDERSTAND. DISCOVER. ENGAGE.

IMAGINE

The Benefits

- 1 More viewing with VoD like experiences**
All your broadcast programs have the right start and end time leading to a better overall experience and encouraging more viewing.
- 2 Automatic and real-time**
There are just 20 seconds between detecting the start and end times of programs and your viewers being able to use them.
- 3 Cost-effective and broadcaster agnostic**
Cut on both storage and editorial costs and reduce the time to market - no dependencies on additional broadcaster metadata.

www.mediadistillery.com