

DISCOVER

How to enable topic-based discovery

With non-scripted live content such as news, sports and entertainment it is not possible to know in advance what the actual content is meaning viewers interested in specific topics will not find the content.

With our solution this is no longer the case - by analyzing the video stream we open up a lot of new opportunities for the discoverability of appealing content.

By identifying topics not present in the program metadata you can register a 10% decrease in time spent searching for your viewers and churn rate.

IMAGINE

The Benefits

- 1 Increase discoverability and viewing time**
Enable your viewers to discover all content in your catalogue with advanced in-video search and discovery capabilities.
- 2 Surprise viewers with trending topics**
Hot topics or news? Turn your video platform into a "sticky" environment by offering viewers the content they engage with the most.
- 3 Cost-effective and broadcaster agnostic**
Boost viewer experiences by adding chapters to your video player that lets viewers quickly jump to the parts they care about.

 Media
Distillery

UNDERSTAND. DISCOVER. ENGAGE.

www.mediacdistillery.com



Topic Distillery™

Enabling topic-based discovery and
playback for all content

