

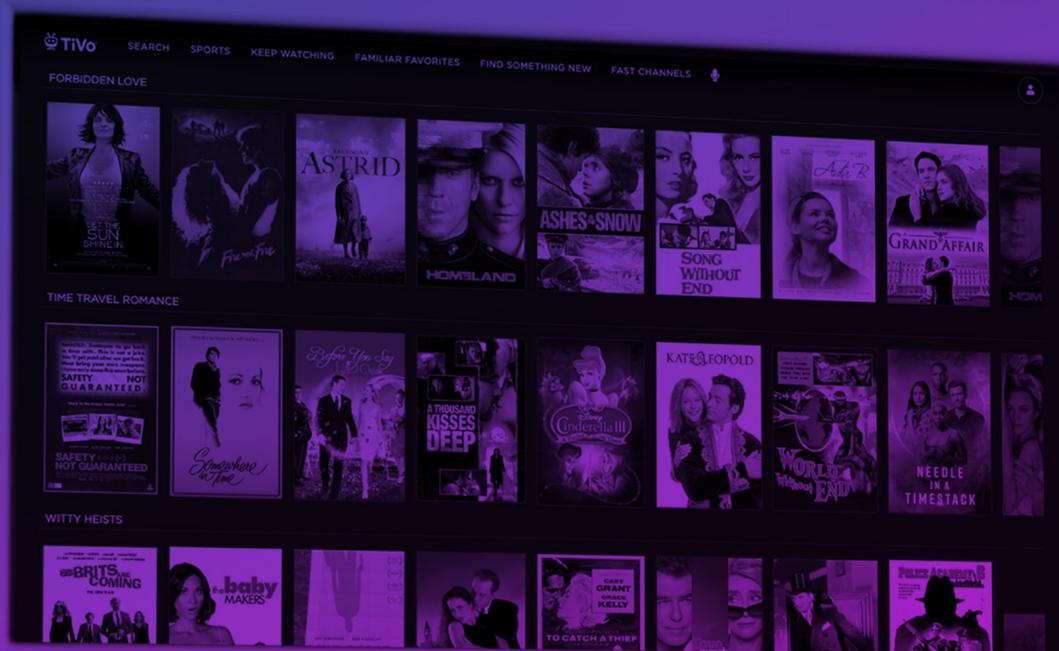
## Video Metadata

# Deep Discovery

Increase the size and relevance of your effective catalog.

TiVo Video Metadata is technology-driven and provides accurate, comprehensive information and imagery on millions of TV shows, movies, and sporting events across TV, VOD and OTT. Designed to enable the most choice for your customers and ensure reliable DVR/catch-up functionality, our library comprises millions of data points and connections, constantly and automatically updated, so you can offer the latest, most relevant video content available.

Standardized and delivered via API or FTP download, TiVo Video Metadata is ready to power VOD menus, entertainment websites, smart car interfaces and voice assistants, as well as local TV listings and interactive program guides.



Package Details

There are three Deep Discovery components that integrate with our video ID system:

- **Moods** capture the emotions that the viewer may experience while watching the program.
- **Tones** describe the artistic and aesthetic qualities that creators use to tell their story.
- **Themes** describe the facets of the human experience that are explored within in the program.

Only TiVo links these fields to standardized video metadata, differentiating, and improving the overall user experience.

## With TiVo, Win the War for Eyeballs

Advanced personalization and relevance are fundamental for products and services as consumers increasingly want to interact with brands that know what they want before they even search for it. From targeted ads and customizable product designs to tailored recommendations, people have grown to expect and demand a more personalized experience.

TiVo's Deep Discovery provides a solution for you to better target your customers with the content they want to see when they want to see it.



### 12 video apps

The average consumer in North America now utilizes almost 12 video apps/services, up from 9 in 2021, driven by Non-Paid services (which have almost doubled YOY).



**18%** of respondents say they evaluate spending at least monthly...a significant increase from last year (13.6%). Those with higher household incomes are more likely to evaluate spending more often.



**26.6%** of respondents dropped a service over the last 6 months - an increase of over 8% YOY. Almost one-third of respondents (29%) report that they are likely to cancel one or more SVOD services in the next 6 months.

# There is a need to overcome discovery limitations

Some providers have found their video metadata limiting when it comes to providing relevant recommendations, for a variety of reasons:

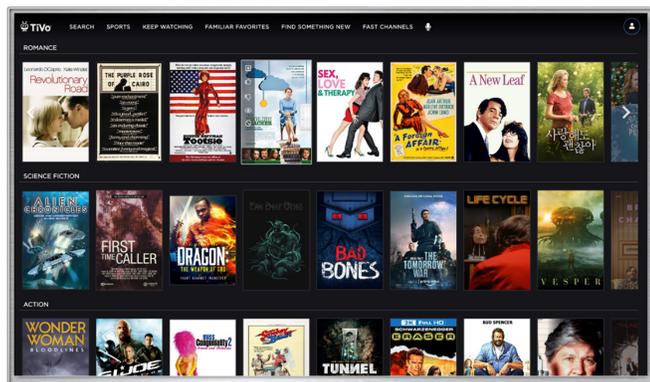
- Limited depth of detail, often genre or category only
- Limited coverage of all linear, video-on-demand (VOD) and over-the-top (OTT) catalogs
- Limited country/language options for international content

To enhance the discovery experience, a deeper level of content understanding is necessary. AI and

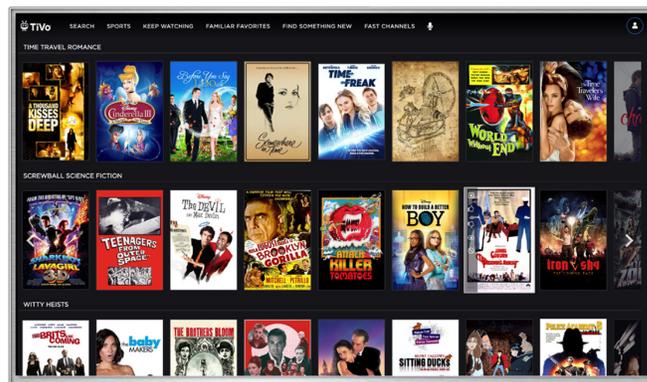
machine-learning are making it easier to build rich user profiles that inform much of the discovery process. Profiles include data about your user, his or her preferences and the context of the user's content behavior – but that barely scratches the surface in understanding the DNA of the content your users prefer.

Deep Discovery can help you overcome discovery limitations with the necessary depth of metadata detail and breadth of coverage to deliver next-generation relevance.

## Old Genres



## New! With interesting, nuanced Deep Descriptors



# Deep Descriptors enable discovery and drive engagement

TiVo data scientists conducted A/B tests and churn analyses to measure the effectiveness of applying TiVo Deep Discovery to three use cases:

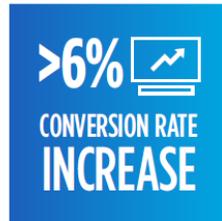
1. Creating more emotionally engaging carousel titles
2. Using new datasets for predictive recommendations
3. Presenting age-relevant children's programming

## Tests & Results

Data was collected from **3.1M users** via live user testing in VOD and linear TV environments. Tests were performed with TiVo's Engagement Console for content merchandising and results were captured on TiVo's Insight platform for behavioral analytics.



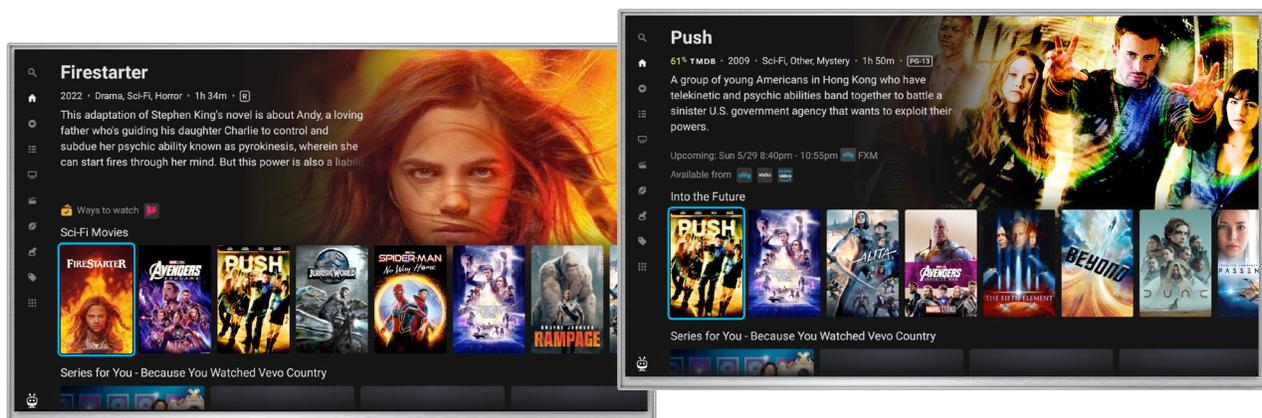
using emotionally engaging carousels instead of genre-based carousels.



in "More Like This" rails powered by TiVo's Deep Discovery dataset.



in households with high consumption of children's content and personalized discovery.



## In an A/B test comparing carousels organized by Deep Descriptors:

- Deep Descriptor driven carousels had a **19% higher conversion rate** than those organized by traditional genres.
- Deep Descriptor driven carousels had a **27% higher conversion rate** than those editorialized.
- Content found in Deep Descriptor driven carousels was **viewed 13% longer** than content discovered via traditional genre carousels.

## Summary

For OTT and VOD services, MVPDs and service providers seeking to increase subscriber acquisition, increase ARPU and reduce churn, **TiVo's Deep Discovery** offers an enhancement layer to existing TiVo or other third-party video metadata proven to increase conversions on content recommendations and reduce household churn at scale.

For more information: [business.tivo.com](https://business.tivo.com)

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