

# Video Recommendations

## Solution Brief

Broadcaster and publisher clients build engaged audiences on their owned and operated sites and apps by distributing relevant content to users on a one-to-one level in real time. The application of artificial intelligence, machine learning, and prescriptive insights enables clients to realize significant increase in video consumption and related revenue uplift. Clients can control distribution and optimize content strategy with the programming of business rules. IBM Watson Media's Video Recommendations offering provides this capability in a packaged solution that is ready to meet your needs.

### What does it do?

- Automatically extracts video metadata and map it to categories.
- Uses contextual, consumption, and audience data to surface the right video
- Leverages continuous learning of audience preferences
- Uses programming tools and set rules to control what gets recommended
- Guides the user experience based on device and/or location
- Helps ensure brand safety for advertisers
- Runs branded, sponsored videos alongside editorial content
- Provides analytics for programming optimization content, fertility, and type.

### Applications:

- Understanding content and consumption patterns - enabling fine-grained optimization of playlists and clip progressions
- Managing detailed business rules - controlling what content is recommended to the user across a wide range of environmental influences
- Ensuring brand-safe environments - ensure advertisers aren't placed at risk by unwanted editorial environments
- Integrating branded content into playlists – support advertising with campaign models for in-stream ads alongside editorial content

### Straight Forward Implementation:

- Customer enables the IRIS.TV Adaptive Plugin via the player header
- Customer can customize front-end features or events via a variety of plugin options
- Content metadata is ingested and analyzed from customer's content management system
- Programming Strategist guides implementation and on-boarding to ensure a seamless launch
- Programming Strategist enriches metadata and structures taxonomy as needed



### Core Features:

#### Content Enrichment

Expert systems enrich metadata and create structured taxonomies to enhance the value of digital asset libraries.

#### Personalization

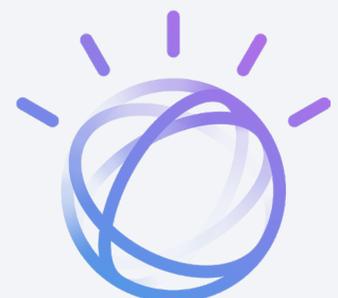
The AI continuously optimizes which videos are streamed to individual viewers to create personalized experiences.

#### Audience Insights

Analytics dashboards assess audience engagement and content value across a variety of parameters. Flexible programming controls achieve editorial goals and optimize video stream yield.

#### Branded Content

Targeted distribution of high-value special content such as branded campaigns to play in-stream alongside editorial video.



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