



Enabling a Smarter Programme Guide



OPPORTUNITY

Compete more effectively with on-demand services

1. Television and video viewing are **evolving**: New entrants with online services are setting new expectations about the viewing experience. Viewers expect programmes to be available immediately for replay or start-over.
2. **Remain competitive**: TV and video service providers need to offer a similar level of experience for broadcast content in replay compared to on-demand services.
3. The actual start time rarely coincides with the published time of a programme: **+75% of actual start times differ** from the advertised start time by more than 1 minute.

SOLUTION

Offer a superior user experience

By using AI to understand what is inside video, our solution can detect audiovisual cues that **mark the beginning of a programme**:

- The system automatically detects and provides the actual start time of scheduled TV programmes. This way, the accurate start times can be used when viewing (N)PVR recordings, replay TV or time-shifted TV, or to create VoD assets out of broadcast content.
- Detections occur in real-time: 95% of our detections are provided **within 15 seconds after the programme start**.

BENEFITS

Provide a clean on-demand experience

1. **Better viewing experience** that meets the expectations of viewers on all playback devices which is consistent across all channels, regardless of the broadcast source.
2. **A cost-effective solution** that reduces costs for storage and manual EPG corrections, and shortens time to market thanks to no dependency on broadcasters. As an operator, you only need to integrate one solution.
3. **Maintain a competitive position** by offering an optimal experience similar to that of online video subscription and on-demand services.