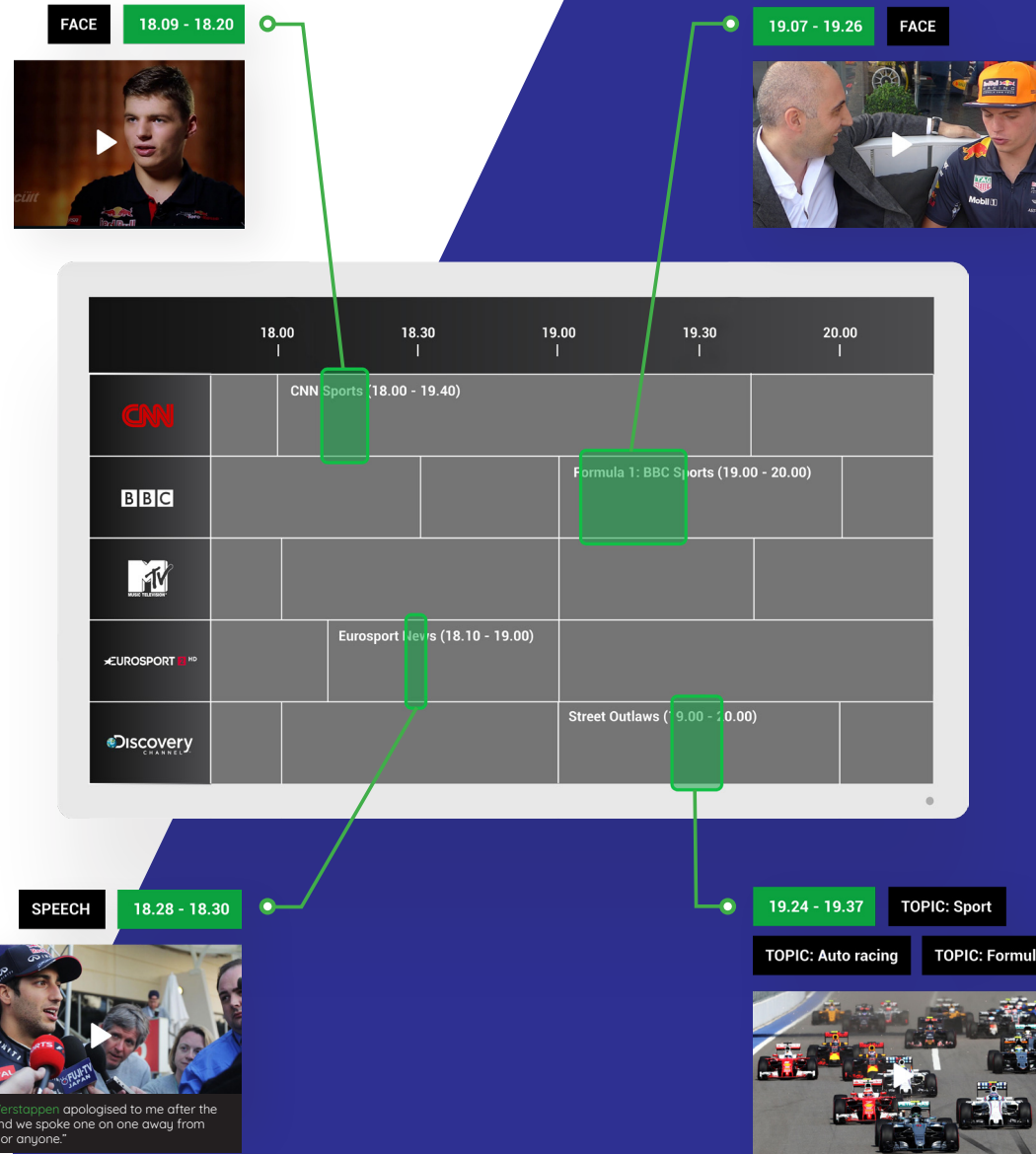




# Use Machine Learning to Create Personalised Content



## Opportunity

### Avoid frustration of your viewers

**1. Consumers cannot easily find relevant content.**

Consumers spend nearly an hour searching for something to watch every day - Ericsson Consumerlab

TV and Media, October 2017

**2. Don't lose ground to OTT video services which allows the consumers to search in a more lean-back approach and adjust to new consumers habits.**

## Solution

### Simplifying content discovery is key to increase the viewer's engagement

The Snackable Content™ solution revolutionises your offering by enabling you to automatically create short clips based on a consumer's favourite person, topic or interest, in real-time.

With this solution, you can propose bite-sized content extracted from long-form video content.

Your consumers can search for interesting clips in all available content: on-air (live) programs, user recordings, content in the replay/ time shift window or VoD catalogue.

## Benefits

### Enhance the consumer experience in your replay environments

**1. Enable you to identify relevant segments** of a TV program for each of your individual viewers and recommend those to them as soon as they've been broadcast.

**2. Our technology distils content** based on faces, objects, interests and topics, among others, for **highly accurate and precise results.**

**3. Based on the rich metadata** we're able to collect from your content, you can provide customers with **video recommendations**, tailored specifically to their interests and viewing history.