



irdeto

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Simply tv

Irdeto Metadata Aggregation and Enrichment with Simply.TV

TRANSFORMING CONTENT DISCOVERY INTO A BETTER STREAMING EXPERIENCE

Content discovery and recommendations are a cornerstone for content experience. Viewers are overwhelmed with content on all the different platforms, which impacts the customer experience when trying to find content to watch. By providing the customer the ability to search through the different content providers and their catalogs, natively on the platform, viewers can enjoy a better video experience.

With users demanding a richer content experience, it requires more detailed content metadata and images. With the Irdeto Metadata Aggregation (MDA) and enrichment with the Simply.TV solution (SMDA), we provide all the data and image building blocks to create an enriched customer front-end and content discovery experience.

Simply.TV is at the forefront of delivering high-quality TV metadata on a global scale, across both linear and streaming platforms. Leveraging cutting-edge Artificial Intelligence and Machine Learning (AI/ML) technologies, Simply.TV provides a seamless integration that enhances video services by ensuring accurate and comprehensive metadata delivery.

IRDETO MDA SOLUTION OVERVIEW

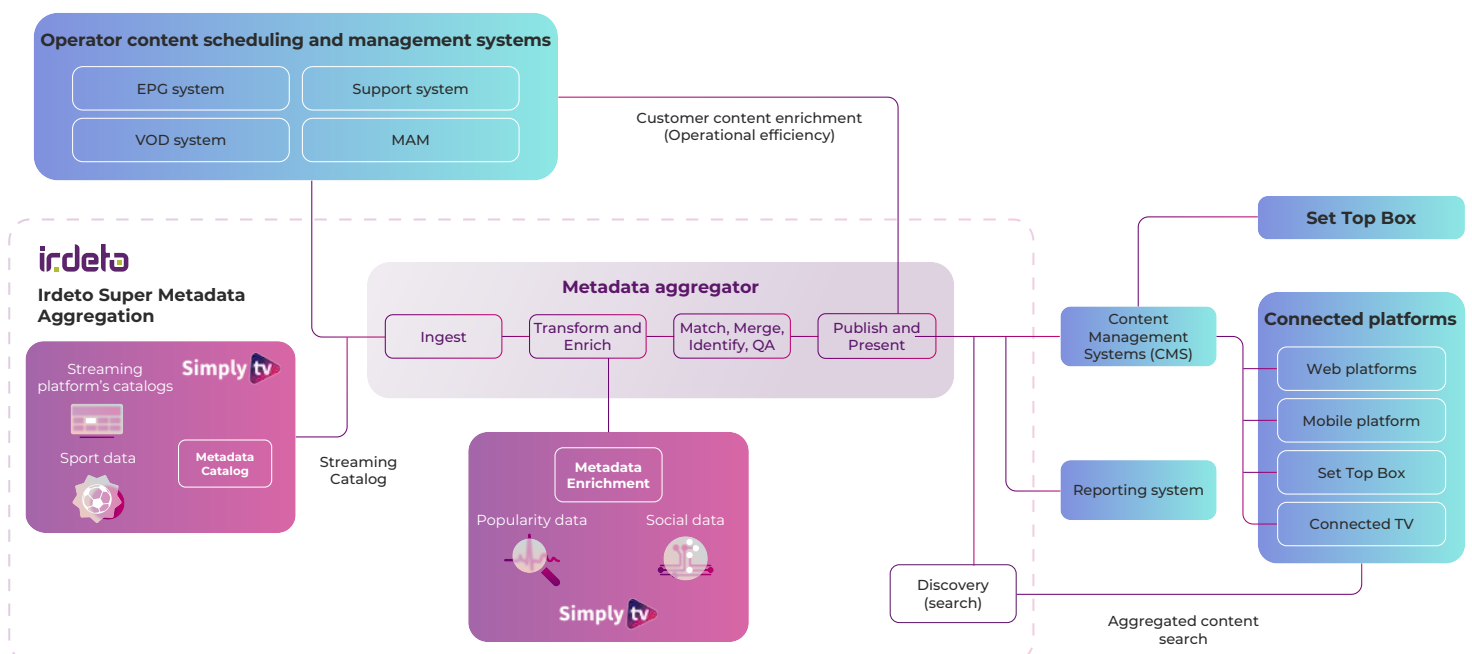
The Irdeto MDA solution offers access to enriched TV metadata and images by leveraging SimplyTV's metadata solution for content enrichment. Seamless integration with Irdeto MDA includes onboarding new streaming platforms to the customer, as well as a customized user-interface, image management and streamlined content metadata management. Irdeto MDA further maximizes content discovery and new OTT catalog onboarding, increasing viewer satisfaction and engagement.

SIMPLY.TV SOLUTIONS INTEGRATION

With SMDA, operators can enhance their value by optimizing TV content aggregation, improving user experience and driving viewer engagement across their platforms.

SMDA integration offers an unparalleled capability and integration, including:

- **Global and regional metadata coverage** provides a global database with consistent ID structures, ensuring accurate metadata delivery across different markets, languages and broadcasters.
- **Super aggregation support** allows operators to integrate content from various sources into a unified viewing experience.
- **AI/ML driven technology** means efficient editorial workflows, ensuring real-time data accuracy and relevance.
- **Electronic program guide correction** allows for seamless alignment and scheduled airing times against actual broadcast times. This ensures accurate content delivery and a smooth viewer experience, eliminating discrepancies and enhancing the reliability of catch-up and on-demand services.
- **Pre-integration and seamless migration** provides a smooth and painless data migration process, minimizing operational disruptions and ensuring a quick transition.
- **Extensive metadata offering** includes information for over 10,000 channels, streaming services and IMDB.



SMDA SOLUTION CAPABILITIES AND BENEFITS

Content enhancement through metadata and images:

- **Accurate metadata delivery:** Real-time, accurate metadata tailored to both global and regional markets enhances content relevance and viewer satisfaction.
- **Super aggregation:** The ability to aggregate content from various sources into a single interface simplifies navigation and enhances the viewing experience.
- **Enhanced viewer experience:** With quality metadata and images, the viewer experience is improved by provide customers navigation to what they want, based on content metadata.
- **Content discovery:** With the super aggregation and global ID to link all instances of the content provided, customers can discover content cross-platform.

Streamlined operations:

- **Efficient data migration:** SMDA ensures a seamless transition with minimal impact on operations.
- **Automated workflows:** AI/ML-driven processes reduce the need for manual data handling, while increasing operational efficiency with existing content management systems.

Scalability and flexibility:

- **Global reach:** SMDA is scalable, supporting operations across multiple regions and capable of adapting to future growth.
- **Customizable delivery:** SMDA offers flexibility in delivery methods, including application programming interfaces, file based, (S)FTP and AWS S3, tailored to meet specific operational needs.
- **Service expansion:** Operators have the freedom to expand the streaming offering on their platform without back-end data integration concerns.

Collaborative advantage:

- **Industry leadership:** SMDA sets a new benchmark in the global metadata industry, providing operators with the tools needed to enhance their video service offerings.
- **Comprehensive solution:** The metadata service integrates into existing platforms and delivers a holistic solution, driving viewer engagement and satisfaction.

KEY CONSIDERATIONS

Real-time data delivery ensures viewers always have access to the most current and relevant content information.

Seamless integration capabilities with existing vendors allows for a quick and smooth setup, minimizing the impact on existing operations.

Enhanced content personalization, rich metadata and super aggregation, supports personalized content recommendations across platforms, increasing user engagement and satisfaction.

Metadata enrichment through advanced data processing and editorial workflows improves the accuracy and depth of content information.

Scalability and flexibility through delivery methods and formats, allows operators to customize the service to meet their specific operational needs and objectives.

CUE, IRDETO EXPERIENCE

Irdeto MDA with Simply.TV is an integral component of the Irdeto Experience solution suite, designed to enhance viewer experience through deeper engagement. Irdeto Experience is a comprehensive streaming aggregation platform that simplifies content consumption by integrating offerings from various data and image sources into a unified system.

Tailored for pay-TV, telco and streaming operators, Irdeto Experience optimizes your operations, secures your revenue streams and drives sustainable growth while delivering an unmatched user experiences to your subscribers. As part of this suite, SMDA enriches the platform by offering super metadata and content enrichment, thereby contributing to the overall success of your video services.

If you'd like to learn more about how our consolidated solution can benefit your OTT service, reach out and start the conversation.