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# Think | Analytics

# Irdeto & ThinkAnalytics:

Driving engagement and loyalty across OTT, pay-TV, and broadcast with Advanced Content Discovery

# INTRODUCTION:
## ADDRESSING THE BUSINESS CHALLENGES OF OTT PROVIDERS, PAY-TV OPERATORS, AND BROADCASTERS

The media and entertainment industry, spanning OTT platforms, pay-TV operators, and broadcasters, faces unprecedented competition and evolving viewer expectations. With an ever-expanding content landscape, providers are challenged to keep audiences engaged, reduce churn, and maintain a strong market presence.

An overwhelming amount of choice often frustrates viewers rather than engaging them. If users struggle to discover relevant content, they may churn or seek alternatives. Delivering superior content discovery and personalized recommendations is essential for engaging audiences, increasing retention, and driving growth.

Providers must address several key challenges:

- **Content Overload:** Viewers are inundated with thousands of titles across OTT, linear TV, and VOD libraries, often struggling to find relevant content.
- **Audience Retention:** Poor discovery experiences lead to decreased user satisfaction, increased churn, and lower revenues.
- **Fragmented Ecosystems:** For broadcasters and pay-TV operators, managing linear, on-demand, and hybrid delivery systems efficiently is complex and costly.
- **Operational Inefficiency:** Editorial teams face pressure to manage large content catalogs and deliver personalized user experiences while optimizing workflows.

To meet these challenges, providers need advanced AI-powered content discovery and personalized recommendations. Additionally, an integrated platform is essential to unify operations across OTT, pay-TV, and broadcast ecosystems.

## THE COMPETITIVE LANDSCAPE:
## MEETING THE DEMANDS OF MODERN AUDIENCES

Viewers today demand seamless, personalized, and engaging experiences across multiple formats, including live events, video-on-demand (VOD), catch-up TV, and free ad-supported streaming TV (FAST). For pay-TV operators and broadcasters, delivering differentiated offerings while adapting to digital-first consumer habits is vital.

The competitive landscape includes:

- **Super Aggregation:** Platforms are aggregating Live, VOD, FAST, and content coming from multiple OTT apps into unified ecosystems to provide a one-stop destination for viewers.

- **Multi-Device Compatibility:** Audiences expect consistent, personalized experiences across managed (set-top boxes) and unmanaged devices (CTV, mobile, web).

- **Diverse Audience Expectations:** Providers must cater to local and global preferences, languages, and content consumption patterns.

- **Real-Time Adaptation:** Platforms need to dynamically adjust recommendations to reflect evolving viewer behaviors, especially during live or high-profile events.

## THE FUTURE OF CONTENT RECOMMENDATION:
## AI-DRIVEN PERSONALIZATION FOR ALL PLATFORMS

The future of content recommendation lies in leveraging AI and machine learning to analyze viewer data in real-time. By building comprehensive viewer profiles and understanding individual preferences, providers can:

- Deliver hyper-personalized content recommendations for OTT, live TV, and VOD.

- Simplify content discovery to reduce time to content and enhance user satisfaction and loyalty.

- Adapt dynamically to emerging trends and real-time audience behaviors.

- Drive audience engagement across both traditional and digital platforms.

- Enable continuous service improvements by enabling data-driven decision making.

# IRDETO:
## THE OVERALL SOLUTION PROVIDER WITH A STRONG TECHNOLOGY ECOSYSTEM

At the core of the joint solution lies Irdeto's ability to act as a **systems integrator** and overall solution provider. Irdeto not only delivers its proprietary technology through the **Irdeto Experience** platform but also integrates seamlessly with **best-in-class technology partners** such as ThinkAnalytics. This ensures that customers receive an **end-to-end solution**, designed, architected, and managed to fit their unique business needs.
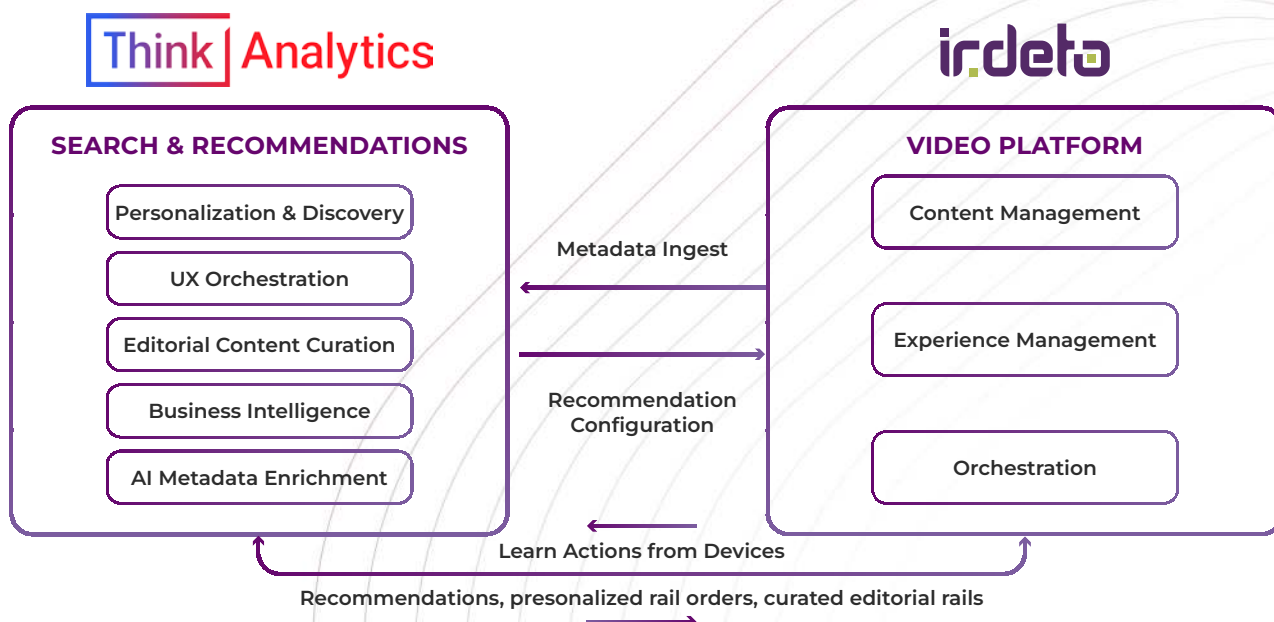
Irdeto's professional services include:

- **Solution Design and Architecture:** Tailoring the ecosystem to meet customer requirements for OTT, pay-TV, or broadcast systems.
- **Implementation:** Seamless deployment and integration of Irdeto's technologies and third-party solutions.
- **Managed Services:** Ongoing monitoring, optimization, and support to ensure smooth operations and continuous improvement.

This capability positions Irdeto as a **trusted partner** for providers seeking a unified, scalable, and future-proof video delivery solution.


## THE IRDETO AND THINKANALYTICS PARTNERSHIP:
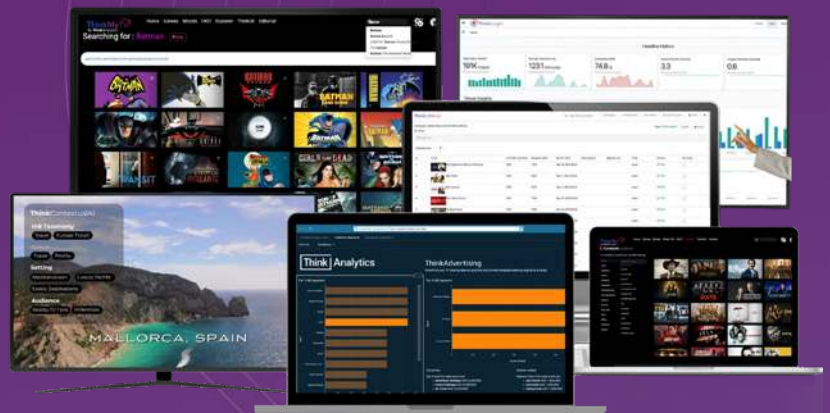## EMPOWERING OTT, PAY-TV, AND BROADCAST PROVIDERS

Irdeto and ThinkAnalytics deliver a joint solution designed to address the challenges faced by OTT platforms, pay-TV operators, and broadcasters. Combining the **Irdeto Experience** platform with **Think360**, the partnership provides an end-to-end framework that delivers secure, scalable, and personalized content experiences.

**Think Analytics**  |  **irdeto**

**SEARCH & RECOMMENDATIONS**

- Personalization & Discovery
- UX Orchestration
- Editorial Content Curation
- Business Intelligence
- AI Metadata Enrichment

**VIDEO PLATFORM**

- Content Management
- Experience Management
- Orchestration

Metadata Ingest

Recommendation Configuration

Learn Actions from Devices

Recommendations, presonalized rail orders, curated editorial rails

# KEY PLATFORMS IN THE JOINT SOLUTION

## THINK360 PLATFORM

- AI-powered content recommendations for live, VOD, and catch-up TV.

- Real-time viewer profiling for hyper-personalized experiences.

- Metadata enrichment and advanced campaign management tools.

- Hundreds of KPIs for audience insights, engagement tracking, and A/B testing.

## IRDETO EXPERIENCE PLATFORM

The **Irdeto Experience** platform stands as a comprehensive, modular, and future-proof solution for OTT, pay-TV, and broadcast providers. For instance, its **Media Manager** module enables efficient content ingestion, preparation, and metadata aggregation, ensuring seamless delivery across platforms. Additionally, the platform's scalability supports millions of concurrent users, making it ideal for high-demand live events and VOD services. Designed with flexibility and scalability in mind, it offers:

- **Modular and Flexible Architecture:** A building-block approach enables providers to select and integrate only the components they need, ensuring seamless customization and adaptability.

- **Scalable and Reliable Performance:** Supporting super-aggregation at massive scale, Irdeto Experience ensures high availability while ensuring resiliency and security to cover needs of popular live events.

- **Comprehensive Security:** Incorporating multi-DRM, anti-piracy tools, and advanced cybersecurity measures, Irdeto Experience protects content across managed and unmanaged devices.

- **Unified Management Tools:** A centralized platform for content management, user engagement, and monetization, enhancing operational efficiency and reducing TCO.

- **End-to-End System Integration:** Seamlessly integrates broadcast, OTT, and hybrid systems into a unified, efficient solution.

# HOW THE JOINT SOLUTION WORKS

1. **Content Ingestion and Metadata Enrichment:** Irdeto Experience supports content ingestion from diverse sources while enriching with metadata for dynamic and personalized recommendations curated by Think360.

2. **Unified Content Management:** Irdeto Experience simplifies and streamlines content management from multiple sources to provide unified aggregated transformed metadata for client device consumption.

3. **AI-Powered Personalization:** Think360 delivers tailored, data-driven recommendations, learning from content metadata and user actions in real time.

4. **Content Security:** Irdeto Experience protects content with leading security solutions including Irdeto Control – award winning multi-DRM solution and suite of anti-piracy products and service.

5. **Seamless User Experience:** Enhanced, consistent user experience while providing simplified discovery of content across wider device ecosystem including CTV, Mobile, Browsers, STB, etc.

6. **End-to-End Professional Services:** Irdeto ensures end to end solution design, implementation, catering specific needs of operators while providing ongoing support.

7. **Actionable Insights:** Analytics optimize engagement strategies and predict churn.

# ROI OF INVESTING IN PERSONALIZATION AND UNIFIED PLATFORMS

For OTT, pay-TV, and broadcast providers, investing in AI-driven recommendations and a unified platform delivers significant returns:

- **Higher Engagement:** Tailored recommendations drive satisfaction and increase consumption.

- **Reduced Churn:** Personalization reduces frustration and keeps audiences loyal.

- **Operational Efficiency:** A modular platform streamlines workflows and reduces complexity.

- **Revenue Growth:** Targeted recommendations boost VOD purchases, premium upgrades, and ad revenue.

With these benefits, providers can confidently deliver a superior user experience while maximizing revenue potential and ensuring long-term audience loyalty.

## CONCLUSION:
## A COMPREHENSIVE, FUTURE-PROOF SOLUTION

Irdeto, with its Irdeto Experience platform and extensive technology ecosystem, delivers modular, scalable, and secure solutions. Combined with Think360's AI-driven content discovery, this partnership empowers OTT providers, pay-TV operators, and broadcasters to deliver engaging, personalized experiences at scale while driving operational efficiency and revenue growth.

Together, Irdeto and ThinkAnalytics provide the tools, expertise, and end-to-end services needed to thrive in an evolving media landscape.