CONTENTWISE

by moviri

Personalized Linear TV

From VoD to Linear Channel and beyond
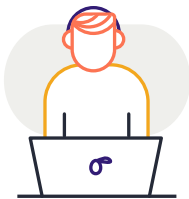
CONTENTWISE
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2025: Content discovery is still a limit

The TV and streaming user experience is falling behind social media

Operator
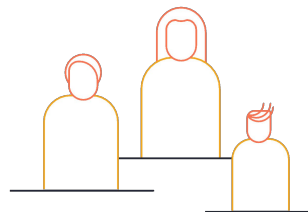### Marketing, Programming, Product

- Too much manual curation, repetitive tasks
- Inconsistent and poor metadata
- Not enough data-driven marketing decisions
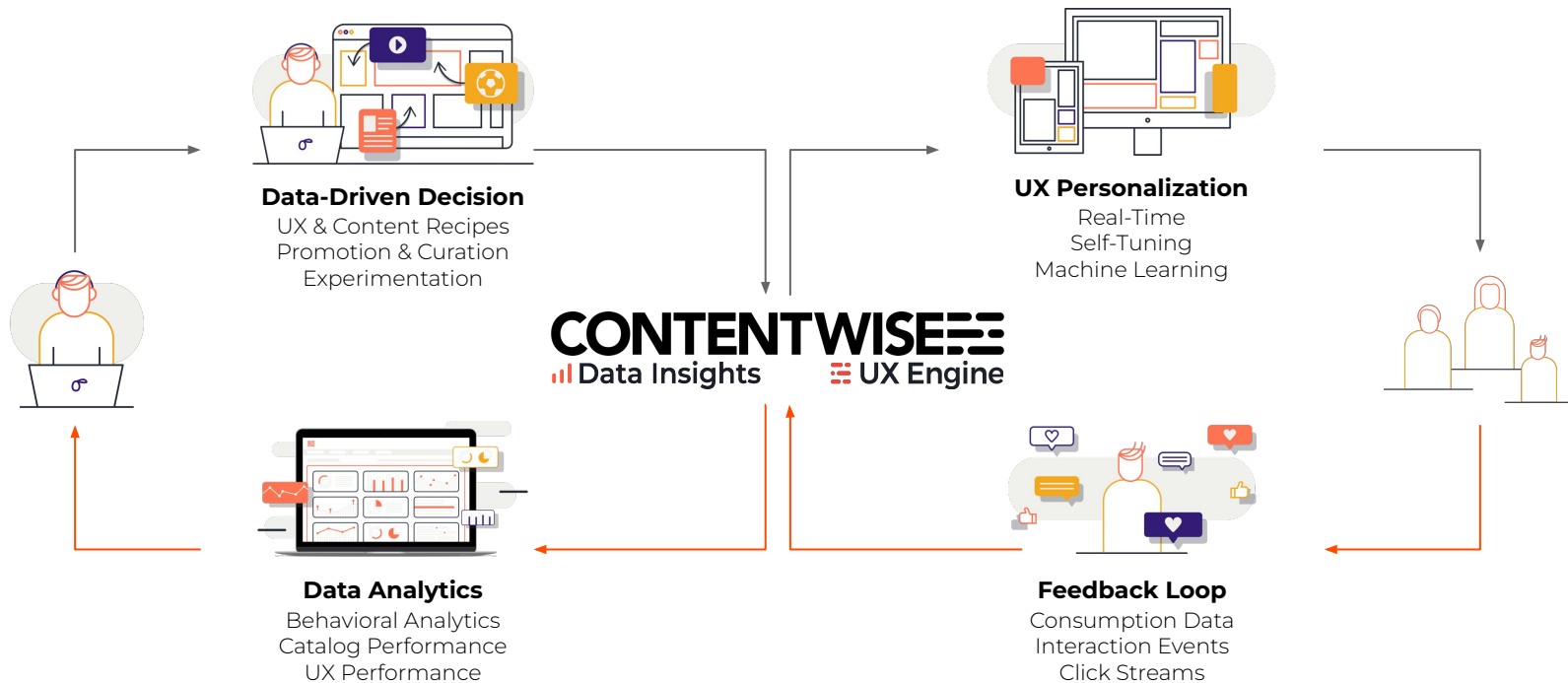
Users/Viewers
Streaming, Broadcast

54% of GenZs and millennials believe they get better recommendations from social media

- Limited time to spend on a large choice of services
- Social Media offers an endless variety of free content, algorithmically optimized for engagement and advertising
- Poor user experience leads to frustration and churn

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We **automate** key operator processes

Data-Driven Decision
UX & Content Recipes
Promotion & Curation
Experimentation

UX Personalization
Real-Time
Self-Tuning
Machine Learning

CONTENTWISE
Data Insights   UX Engine

Data Analytics
Behavioral Analytics
Catalog Performance
UX Performance

Feedback Loop
Consumption Data
Interaction Events
Click Streams

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The 4 levels of personalization by ContentWise

Single List
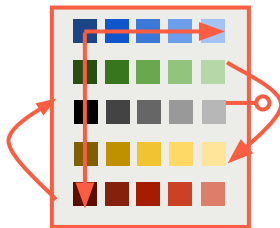*Ranking within a carousel or search*
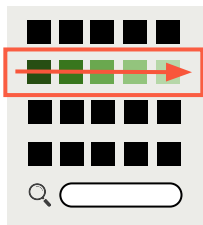
Horizontal

AI personalized
content recommendations

Personalized **search results** with **semantic** understanding

Multiple Lists
Dynamic Categories, Page Personalization...

Horizontal + Vertical

AI generated
dynamic collections

AI optimized
rail selection and order

AI personalized
catalog navigation

Contextual
Targeting, Contextual Profiles
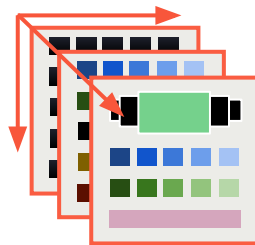
Context + Journey

AI targeted
users clusters

AI optimized
contextual recommendations

Presentation
Personalized Imagery, Widgets, Dynamic Titles

Multi-dimensional

AI optimized
content poster

AI automated
UI widgets

AI generated
dynamic titles

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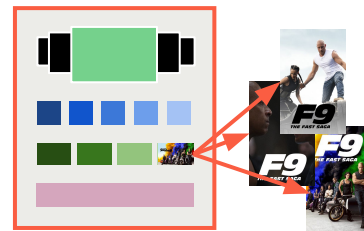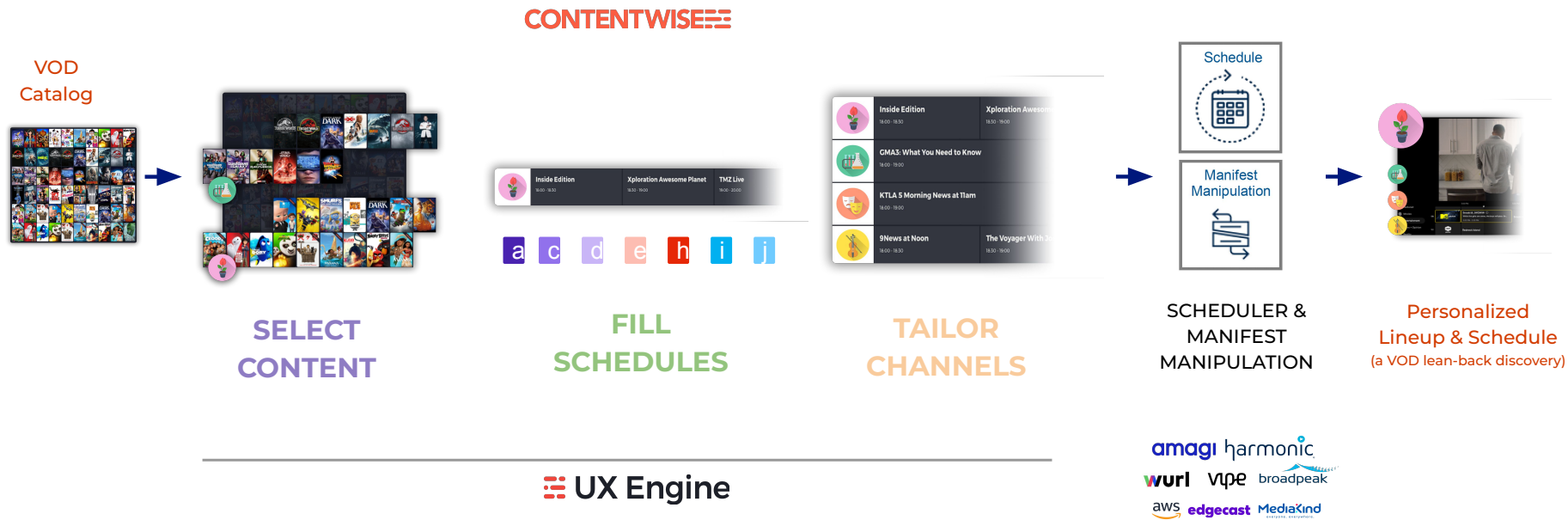# Personalized Linear TV

Overview

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How they fit in the linear TV workflow

Stitching VOD into personalized channels to create a new lean-back UX

CONTENTWISE

VOD Catalog

SELECT CONTENT

FILL SCHEDULES

TAILOR CHANNELS

SCHEDULER & MANIFEST MANIPULATION

Schedule

Manifest Manipulation

Personalized Lineup & Schedule
(a VOD lean-back discovery)

Inside Edition   Xploration Awesome Planet   TMZ Live
18:00 - 18:30   18:30 - 19:00   19:00 - 20:00

a c d e h i j

Inside Edition   Xploration Awesome
18:00 - 18:30   19:00

GMA3: What You Need to Know
18:00 - 19:00

KTLA 5 Morning News at 11am
18:00 - 19:00

9News at Noon   The Voyager With
18:30 - 18:30   18:30 - 19:00

UX Engine

amagi   harmonic
wurl   vIpe   broadpeak
aws   edgecast   MediaKind

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UX Engine for Personalized Linear TV

All flavors of personalization and automation

Automation (Operator)

Persona-Based

AI

Fully Automated
- Statistic-based
- Persona-Based
- Personalized Program Guide
- AI/ML driven Schedules «For you»

- Dynamic Category

Rule-Based
- Rule-based List & Rules
- Personalized Ch. Lineup
- AI/ML driven Schedule w/ rules «Sports For You»

- Programming Rules — Playlist Creator
- Target Channels

Editorial
- Editorial List
- AI-Assisted Editorial Schedules

HUMAN

Same for all users — Targeting 1-to-many — Personalization 1-to-1

Personalization (End User)

Legend:
- Select Content
- Fill Schedules
- Tailor Channels

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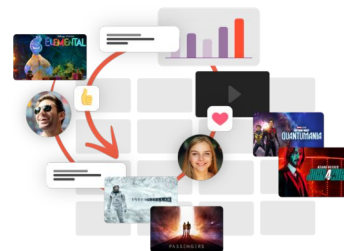## REVITALIZE & MONETIZE ARCHIVES

SCALE PROGRAMMING OPERATIONS

PERSONALIZE FAST CHANNELS
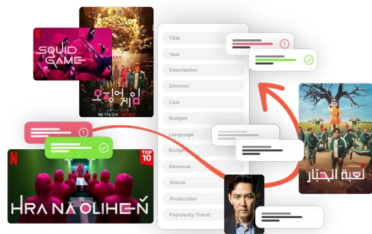
Bring your archive to life by easily repurposing your **long-tail assets to optimize inventory monetization**

Effortlessly curate channels while maintaining TV lineup of **always-on thematic and hyper-personalized channel**
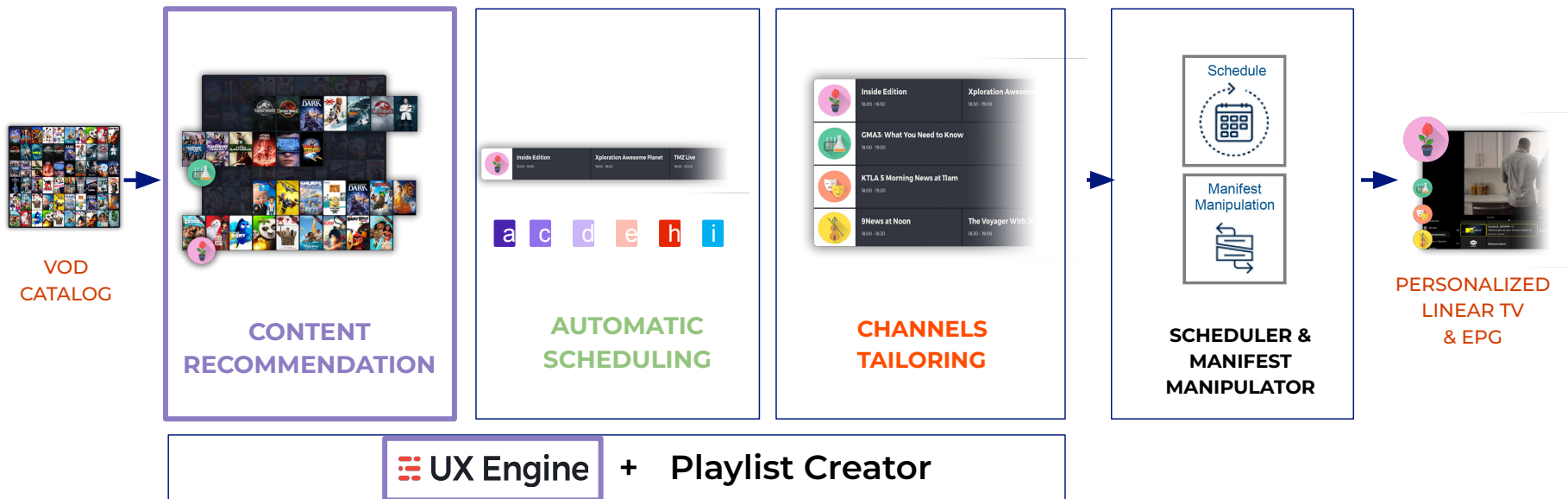
Stand out from the crowd by infusing your FAST offering with **personalized touches to attract and retain audiences**

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Solution Capabilities

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How Personalization fit in the Linear TV

Co-piloting content channel scheduling with AI and curation automation

VOD CATALOG

CONTENT RECOMMENDATION

AUTOMATIC SCHEDULING

CHANNELS TAILORING

Schedule

Manifest Manipulation

SCHEDULER & MANIFEST MANIPULATOR

PERSONALIZED LINEAR TV & EPG

≡ UX Engine + Playlist Creator
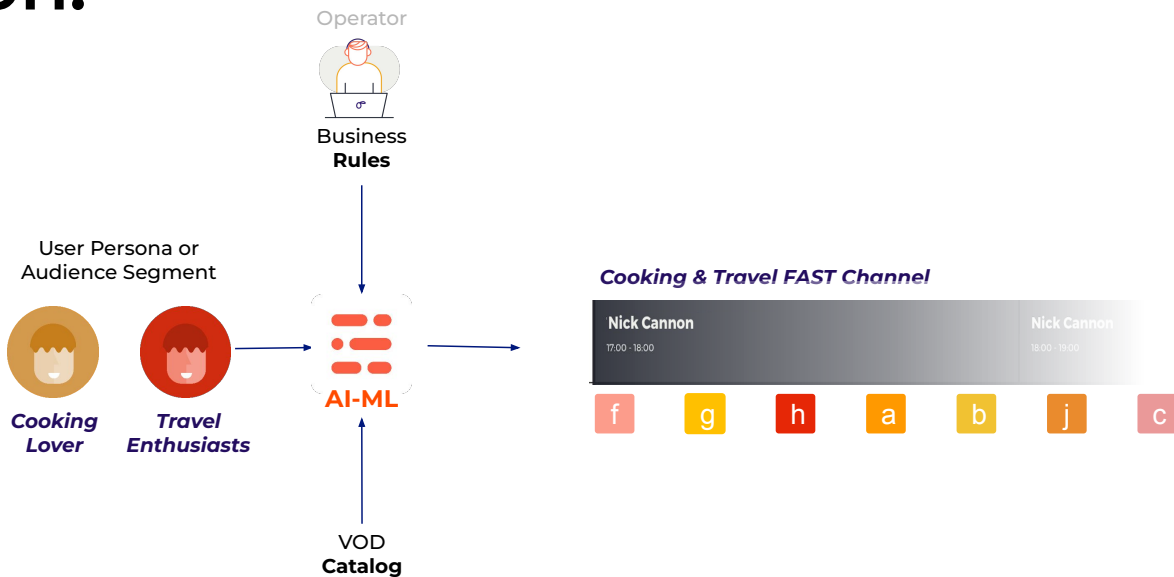
CONTENTWISE
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Ruled based Thematic Channel Curation

- Rule-based automatic content selection powered by semantic metadata

- Rules on metadata are defined based on the enriched catalog metadata

- Lists are automatically "curated" based on new items and items updates

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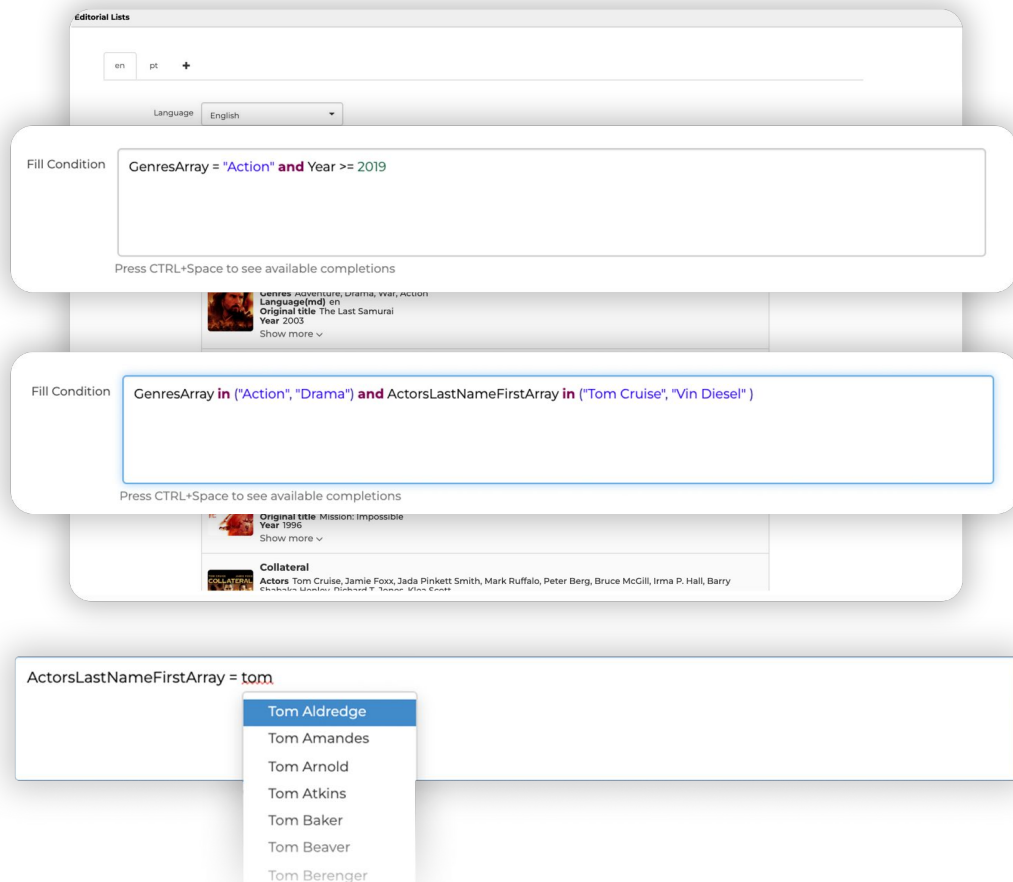
Audience-based Automatic Curation:

- Persona-based or Audience-based recommendation can use the power of AI/ML models to enable automatic content retrieval based on
  - user-relevant personas
  - demographic segments
  - audience cohorts
  - semantics cluster

- Operators can also apply deterministic rules to filter, balance, or push specific content as needed into the AI/ML-powered content selection process

Operator

Business **Rules**

User Persona or Audience Segment

Cooking Lover

Travel Enthusiasts

AI-ML

VOD **Catalog**

Cooking & Travel FAST Channel

Nick Cannon
17.00 - 18.00

Nick Cannon
18.00 - 19.00

f g h a b j c

CONTENTWISE
by moviri

AI Assisted Content Selection

- UX Engine blends AI-driven content recommendations within human-driven editorial programming curation

- AI automatically picks and prioritizes the best content from thematic list to personalize the channel schedule
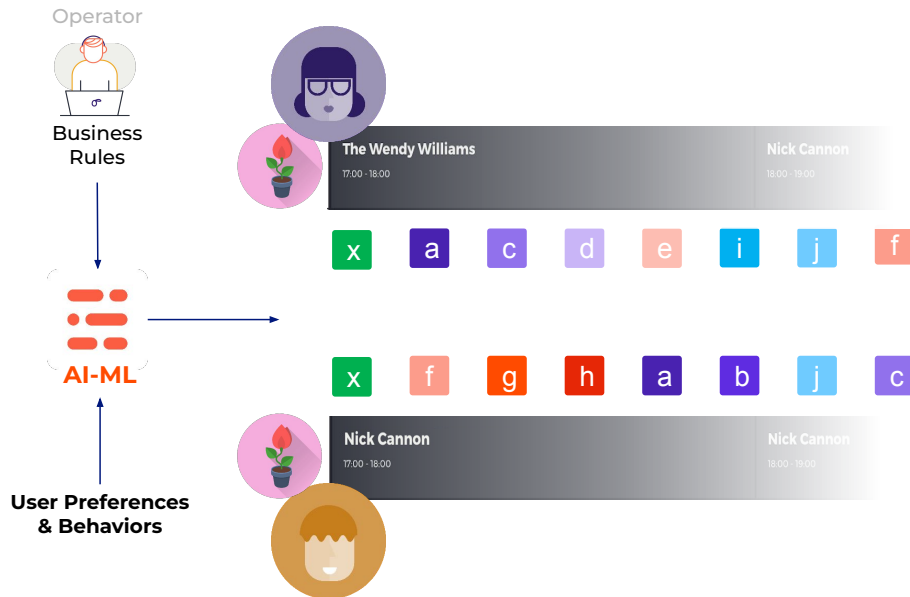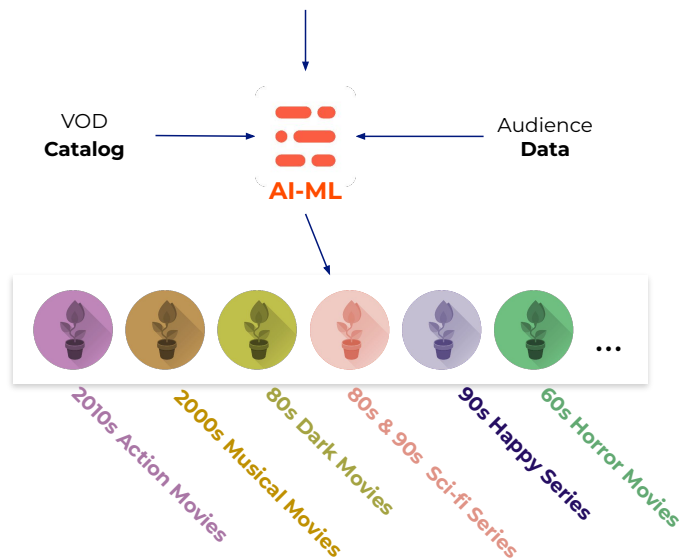
AI-Powered Dynamic Thematic Channels

- UX Engine AI generates relevant thematic and micro-genres channels playlist

- Reduce laborious curation tasks to provide tailored linear channels around specific topics or themes

- Allows the editorial team to scale faster to test and manage channels strategy.

{Time} **{Mood}** **{Type}**

2000s + **Amusing** + **Movies**

Operator sets channel **attributes**

VOD **Catalog** → **AI-ML** ← Audience **Data**

AI builds hundreds of channels **variants**

2010s Action Movies

2000s Musical Movies

80s Dark Movies

80s & 90s Sci-fi Series

90s Happy Series

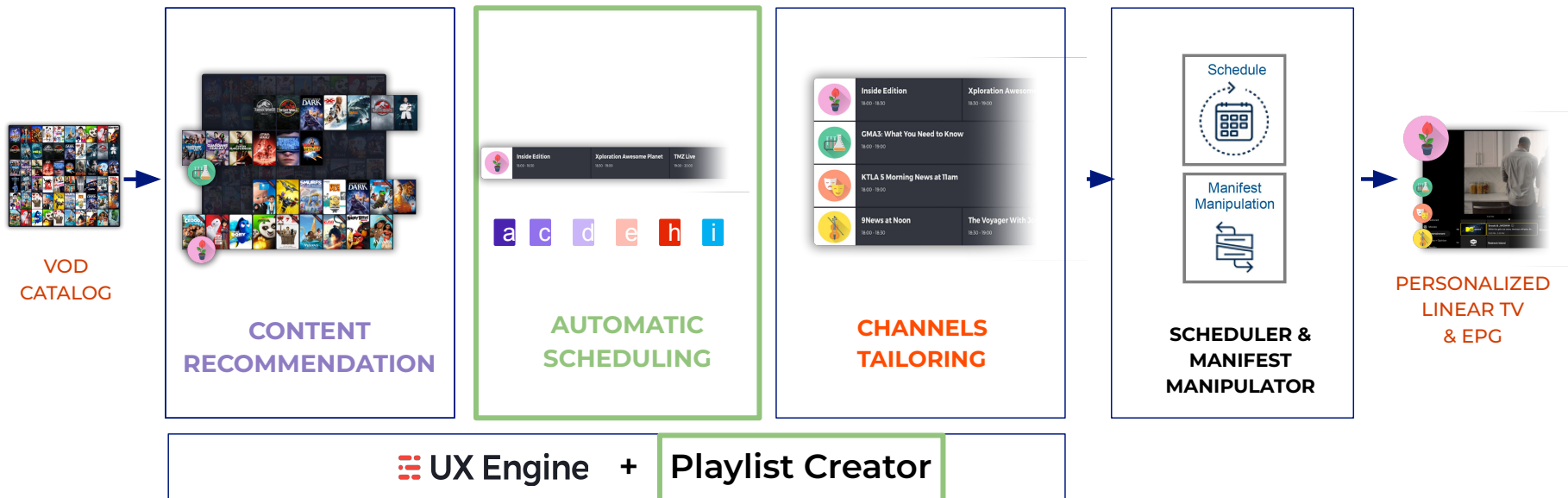60s Horror Movies

...

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Hyper-personalized "For you" channels

- Fill personalized 1-to-1 feeds / channels with relevant cross-genres and cross-theme content

- Connect user, micro-audience or cluster with content they crave

- Adapt to the ever-changing users' interests and tastes

- Stimulate serendipity effect by introducing diversity factor
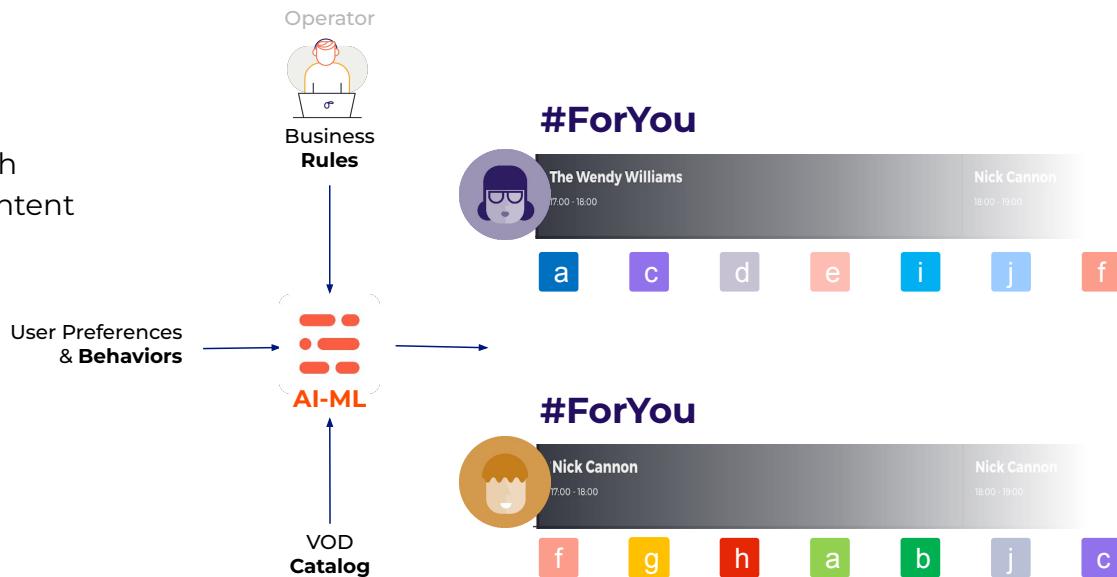
Operator

Business **Rules**

User Preferences & **Behaviors**

AI-ML

VOD **Catalog**

#ForYou

The Wendy Williams
17.00 - 18.00

Nick Cannon
18.00 - 19.00

a c d e i j f

#ForYou

Nick Cannon
17.00 - 18.00

Nick Cannon
18.00 - 19.00

f g h a b j c

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How Personalization fit in the Linear TV

Co-piloting content channel scheduling with AI and curation automation

VOD CATALOG

CONTENT RECOMMENDATION

AUTOMATIC SCHEDULING

CHANNELS TAILORING

SCHEDULER & MANIFEST MANIPULATOR

PERSONALIZED LINEAR TV & EPG

UX Engine + Playlist Creator

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ContentWise Playlist Creator

For automatic scheduling

Intense Adventure Movies

AUTOMATIC SCHEDULING

- Sequencing content recommendations into channel schedule grid (Playlist)

- Organize program in a daily, weekly, monthly, or season-long schedule

- Create rules to distribute episodic and non-episodic content

- Handle content repetition for reruns and pattern-based scheduling

- Automate Ad Pods insertion with rules

Playlists

- Default Playlist
- Afternoon
- Primetime
- Weekend Marathon

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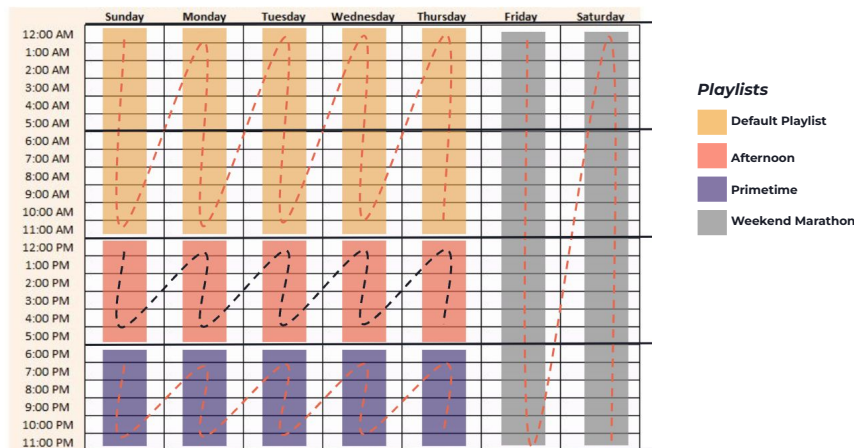
Ads Insertion Automation Rules (1)

Playlist Event (Item+Ad pod)

Playlist Creator manage event objects within a playlist that comprise content items and a list of ad pods (ad break slot)

1   **"Pre-roll" Rule**

Create an ad pod in the schedule block before every content item. Operator can define the Ad-pod duration.

2   **"Mid-Roll" Rule (Frequency-based)**
(upcoming)

Create an ad pod in the middle of content based on a frequency function. Operator can configure the frequency and ad pod duration.

3   **"Mid-roll" Rule (Metadata-based)**
(upcoming)

Create a ad pod in the middle of content item based on item metadata field that contains a list of "cue points" timestamps. Operator selects metadata to be processed and defines the Ad pod duration.

AI-driven Ads Breaks Detection with Vionlabs

Automatic Ad Breaks Detection

- AI-optimized ad break placements to enhance content operations
- It balances advertiser needs with viewer satisfaction.
- Natively integrated with metadata-based "Mid-roll" rules.
- Ad pods are inserted at intuitive moments, avoiding interruptions during key scenes or crucial dialogues.
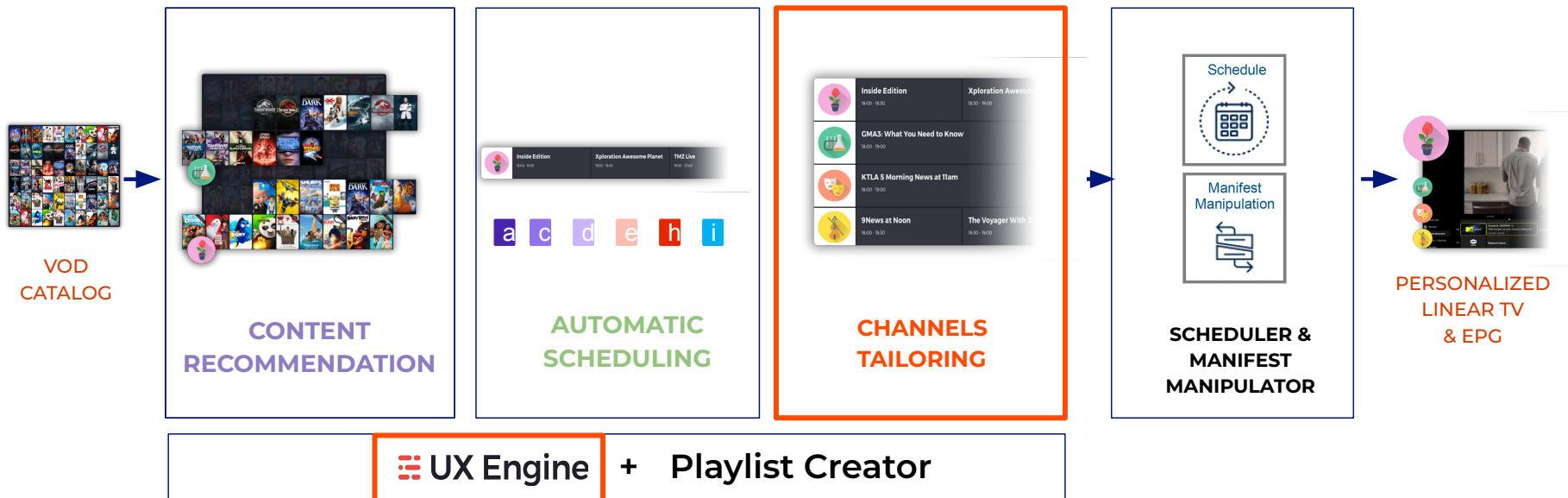
AI-driven Multi-layered approach

- Black Frame and Speech Avoidance Detector
- Deep Learning Story Flow Analysis
- Scene Boundary Detector
- Shot-Similarity algorithm for visually similar shots.
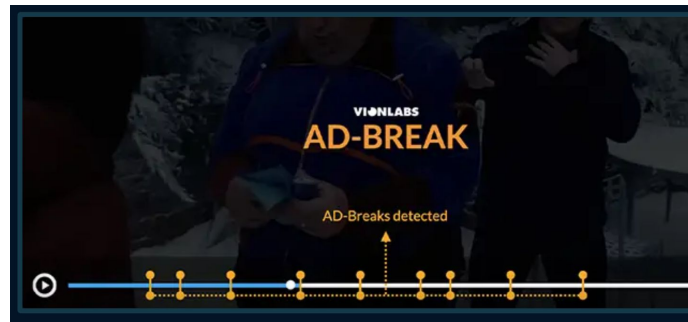
CONTENTWISE
by moviri

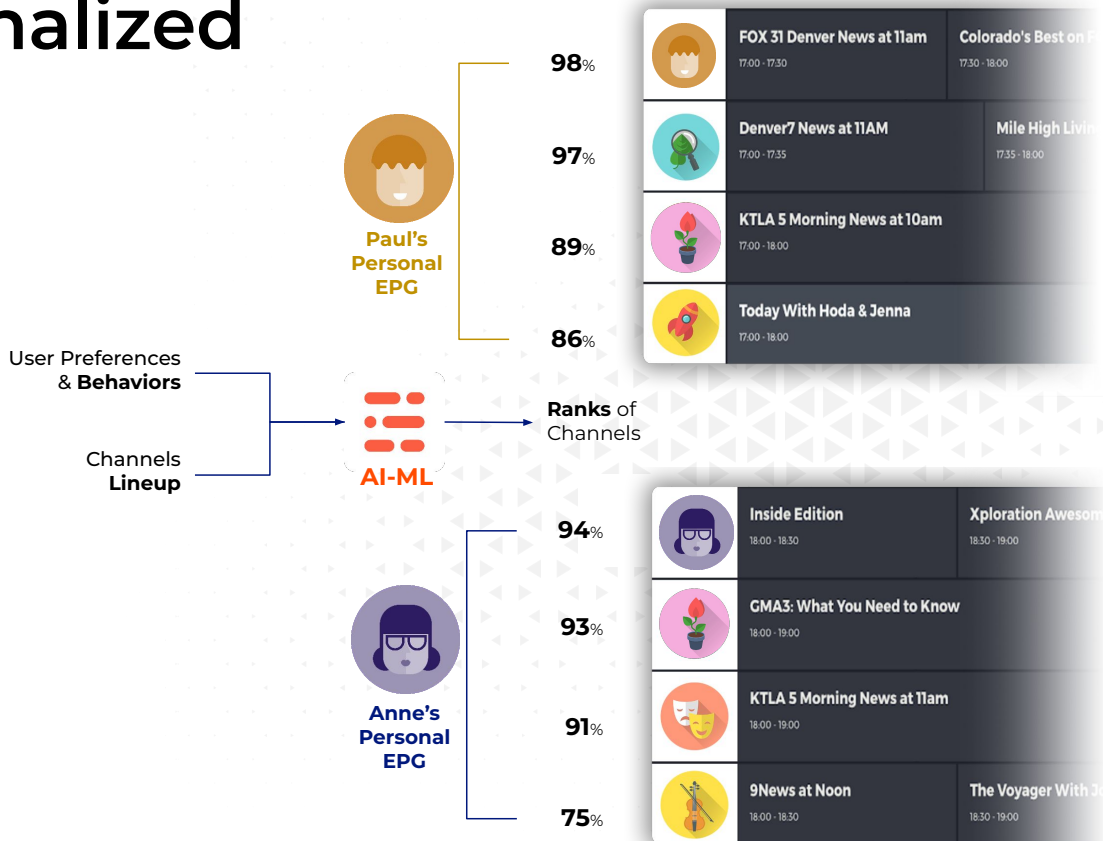# How Personalization fit in the Linear TV

Co-piloting content channel scheduling with AI and curation automation

VOD CATALOG

CONTENT RECOMMENDATION

AUTOMATIC SCHEDULING

CHANNELS TAILORING

Schedule

Manifest Manipulation

SCHEDULER & MANIFEST MANIPULATOR

PERSONALIZED LINEAR TV & EPG

☰ UX Engine + Playlist Creator

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AI-Powered Personalized Channel Lineup

- Generate interest-based TV lineup that follows users' preferences and interests.
- Create a convenient lean back linear experience paradigm to explore TV catalogs.
- Offer personalized recommendations of programs on channels according to user habits and preferences

Paul's Personal EPG

98%

97%

89%

86%

FOX 31 Denver News at 11am 17:00 - 17:30	Colorado's Best on F	
Denver7 News at 11AM 17:00 - 17:35	Mile High Livir	
KTLA 5 Morning News at 10am 17:00 - 18:00		
Today With Hoda & Jenna 17:00 - 18:00		

User Preferences & **Behaviors**

Channels **Lineup**

AI-ML

Ranks of Channels

Anne's Personal EPG

94%

93%

91%

75%

Inside Edition 18:00 - 18:30	Xploration Awesom	
GMA3: What You Need to Know 18:00 - 19:00		
KTLA 5 Morning News at 11am 18:00 - 19:00		
9News at Noon 18:00 - 18:30	The Voyager With Jo 18:30 - 19:00	

CONTENTWISE
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AI optimizes Dynamic Channels Bundling

- UX Engine AI ranks the channels to select between hundreds of automatically generated or editorial channels.

- Users receives targeted channels according to their behavior and content preferences
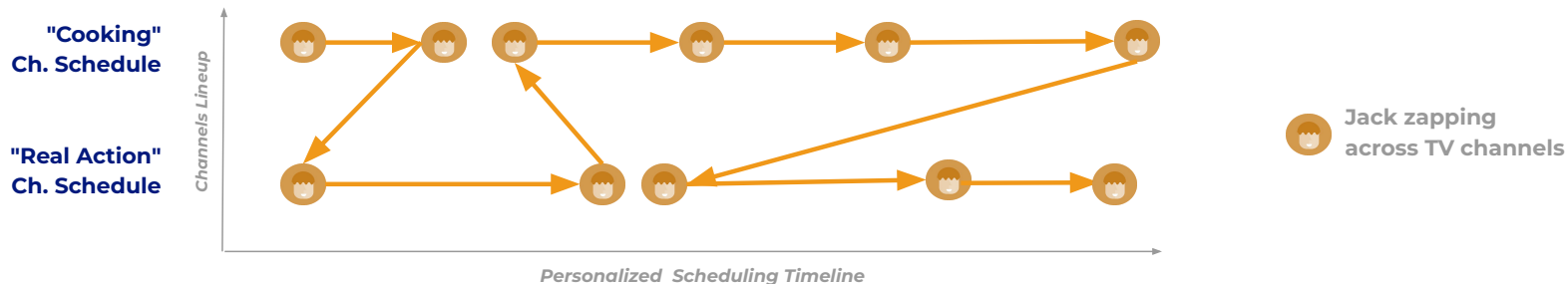
VOD **Catalog**

Audience **Data**

AI-ML
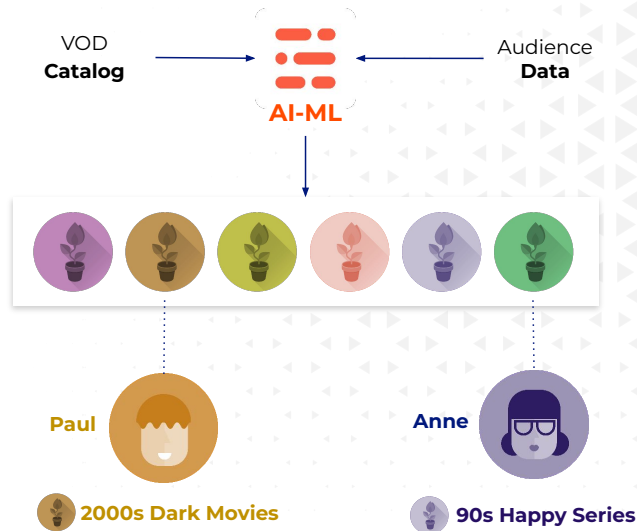
AI builds hundreds of channels **variants**

Target variants based on **user profile**

Paul

Anne

🪴 2000s Dark Movies

🪴 90s Happy Series

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On-demand Scheduling

A truly Personalized Program Guide (PPG)

- **User-Centric Programming:** users can consume channels at the user level to continue viewing experience from where user left off.

- **Content Skipping:** users can skip content they don't Like so that no longer have to wait for content they love.

- **Linear and On-Demand Fusion:** users avoid re-watching content over and over, without missing content you would have loved to watch

- **Playlist-driven programming:** operators define which playlists build schedule blocks with full control over programming curation

"Cooking" Ch. Schedule

"Real Action" Ch. Schedule

Channels Lineup

Personalized Scheduling Timeline

Jack zapping across TV channels

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HQ Milan

Via Schiaffino, 11
Milan, Italy
20158

Boston

211 Congress
Street
Boston, MA
02110

Los Angeles

12130 Millennium Dr
Los Angeles, CA
90094

Singapore

5 Temasek
Boulevard,
Singapore
038985