Executive summary

September 2014
Personalized recommendations & 21st century content discovery For any device and any platform.
Introduction

- UK Company
- Acquired Gravity R&D’s TV and media business unit in 2014 July
- Provides TV and real-time online content recommendation services for content owners and operators on 3 continents
ImpressTV’s Sectors

IMPRESS for IPTV, OTT and CATV
Recommends Personally Relevant Linear TV, VOD, catch-up TV and more

RECO for e-commerce
Recommends Personally Relevant Products & Services

AD•APT for ad networks and ad server providers
Recommends Personally Relevant Ads

ImpressTV Personalization Platform
User Needs and Provider Solutions

User
- Find relevant, interesting content
- Avoid being exposed to many irrelevant ones
- Serendipity
- Diversity

Content Provider
- Retain customers
- Target the right audience with the right content
- Provide an individual customer experience
- Monetize the knowledge on the customer base inside and outside its own network
Impress Product Set

Key Features of IMPRESS

- Multiscreen VOD recommendations
- Linear TV, Catch-up TV
- Re/pre targeting
- Advanced Business Management
- Email marketing
- Social Network Integration
- Targeted Ad AD’APT
- TV-commerce, cross-recommendation
- Personalized Search

- Highly targeted video, email and social recommendations to each consumer
- Highly targeted advertising to each consumer
- Tools to assist in maximizing profits from your products
- A product to help decrease churn rates
ImpressTV Delivers...

- **Front End:**
  - Search and discovery
  - Personalised recommendations
  - Personalised advertising
  - Personalized targeting / retargeting
  - Personalized emails
  - Integration with social networking sites
  - A unified experience across multiple platforms and multiple devices

- **Back end:**
  - Comprehensive marketing tools
  - Churn reduction tools
  - Audience measurement and monitoring
  - Powerful A/B test tools

- **Opportunities to monetise:**
  - Advertiser tools to maximise revenues
  - Creation of product bundles
Flexible Recommendation Service

- Multiple Recommendable Item Catalogue
  - Video-On-Demand
  - Linear TV
  - Catch-up TV (n)PVR
  - Music & Applications
  - Targeted Advertisements

- Multiple Recommendation Types
  - Items to User
  - Items to Item (similar, related, best next)
  - Users to Item (improved eDM efficiency)

- Multiple Targets
  - Individual movie or show
  - Series, SVOD Packages
  - Linear Channels
  - Genres, moods, actors etc.
Who Buys From Us

Gravity SW integrated with B2B customers infrastructure

OTT Video on Demand

Mobile engagem

Retail & Other

Content Management

Middleware

Music

Tube site

IPTV
THANK YOU!

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