



# IMPRESSTV CONTENT SOLUTIONS

Executive summary

September 2014

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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**

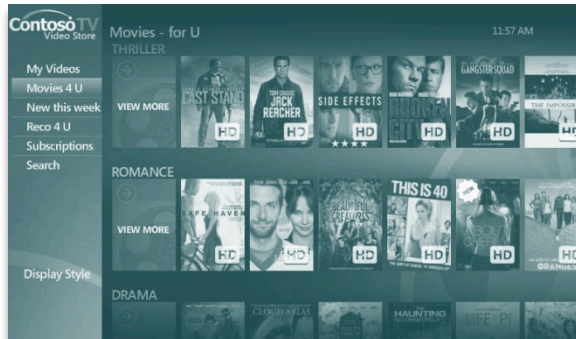
**ImpressTV Personalization Platform**

# User Needs and Provider Solutions



## User

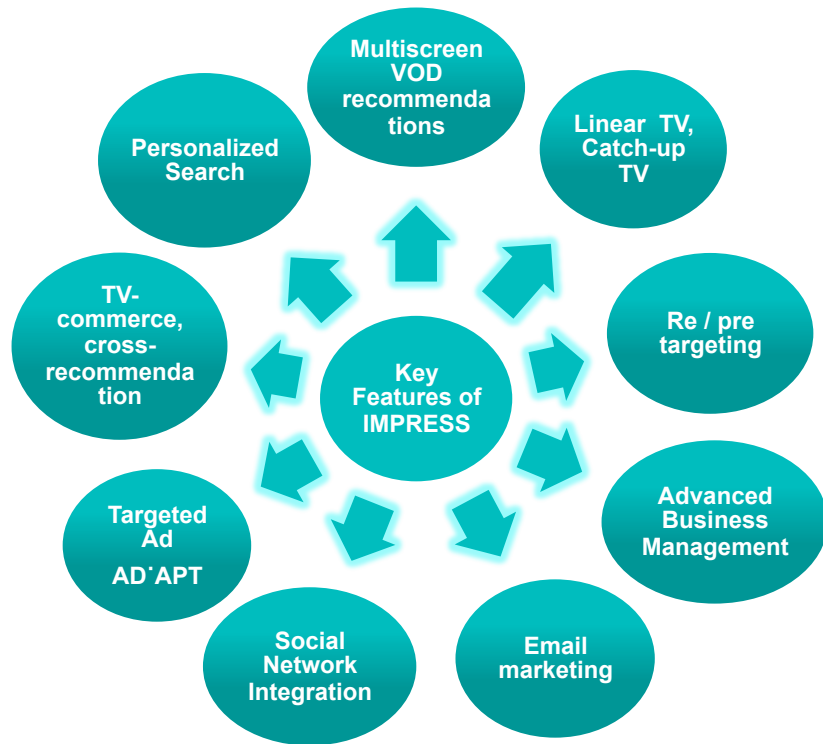
- Find relevant, interesting content
- Avoid being exposed to many irrelevant ones
- Serendipity
- Diversity



## 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



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

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## 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
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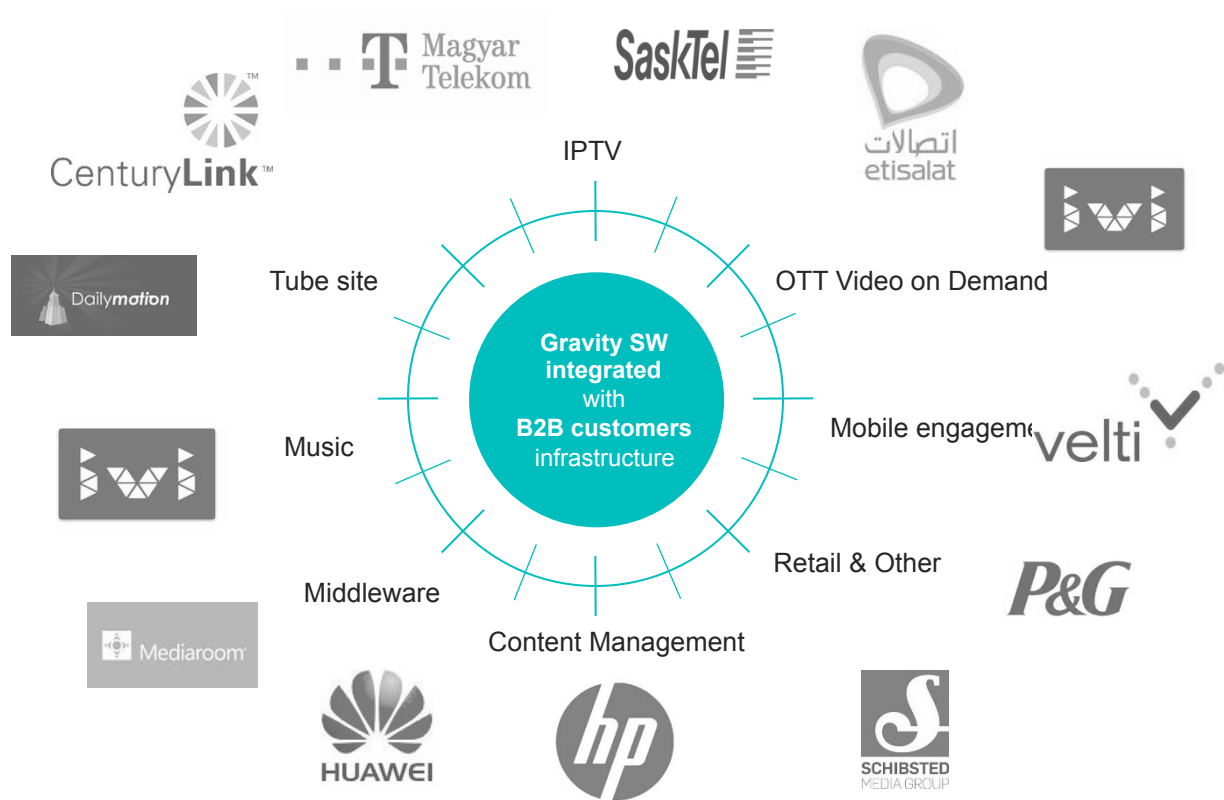
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## Flexible Recommendation Service

- 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.
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## Who Buys From Us





# THANK YOU!

Presented by:

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