



TIVO[®]

Harnessing Machine Learning & Metadata to Power-up Content Discovery

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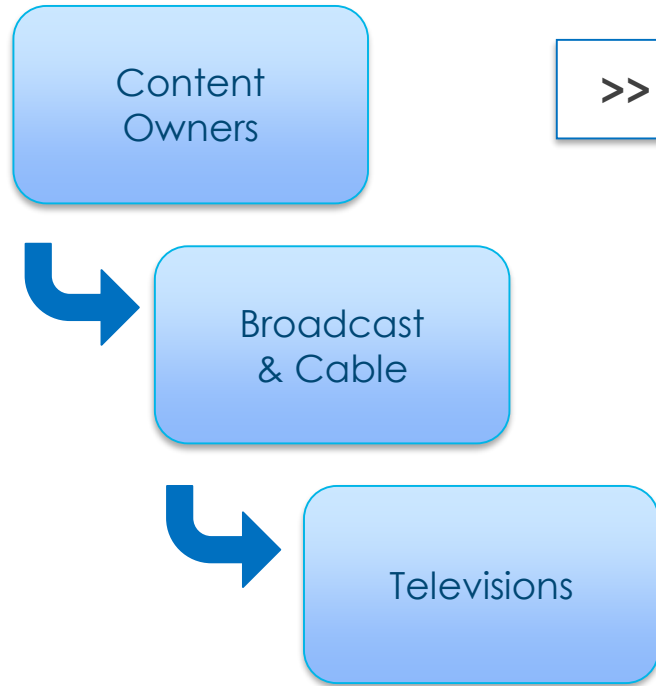
TiVo Delivers The Complete Discovery UX



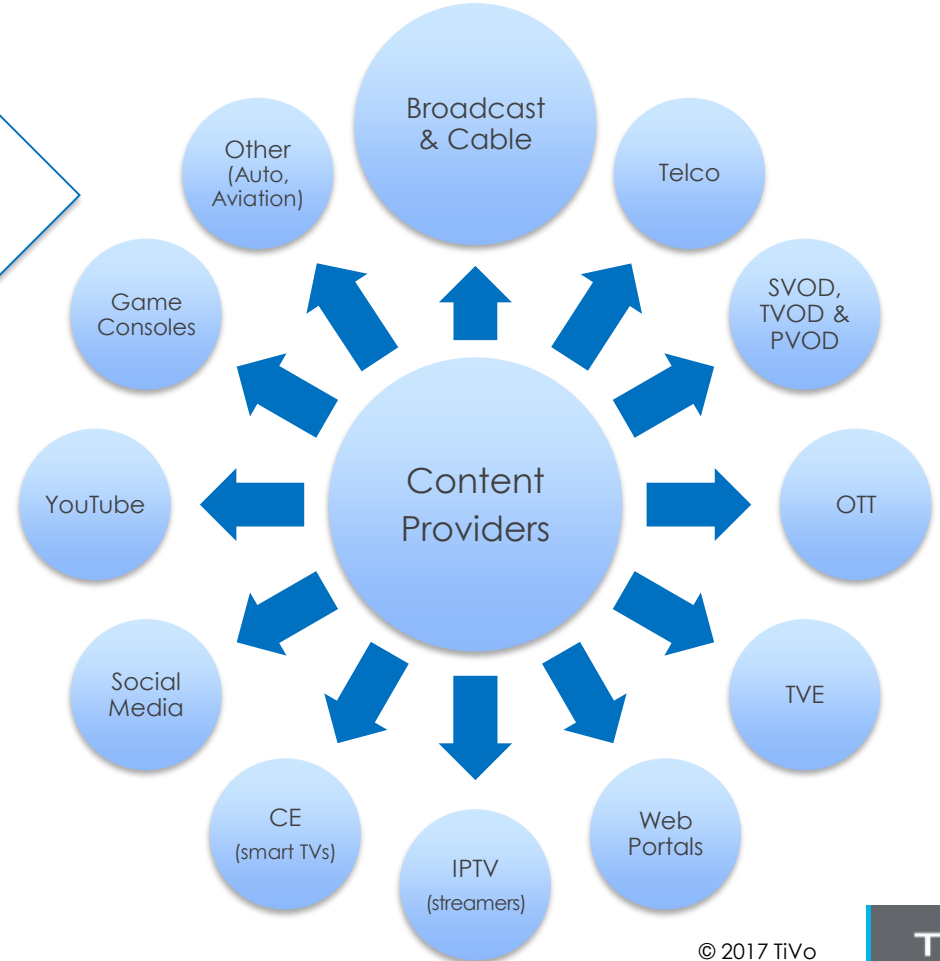
1. Set-Top Boxes
2. Next-Gen Guides
3. Voice Interface
4. Search Solutions
5. Recommendations
6. Ad Targeting
7. Metadata
 - Film, TV & Digital
 - Rich Images
 - Schedule Data
 - Sports
 - Music
 - Games

Content Owners' Ecosystem Has Changed Dramatically

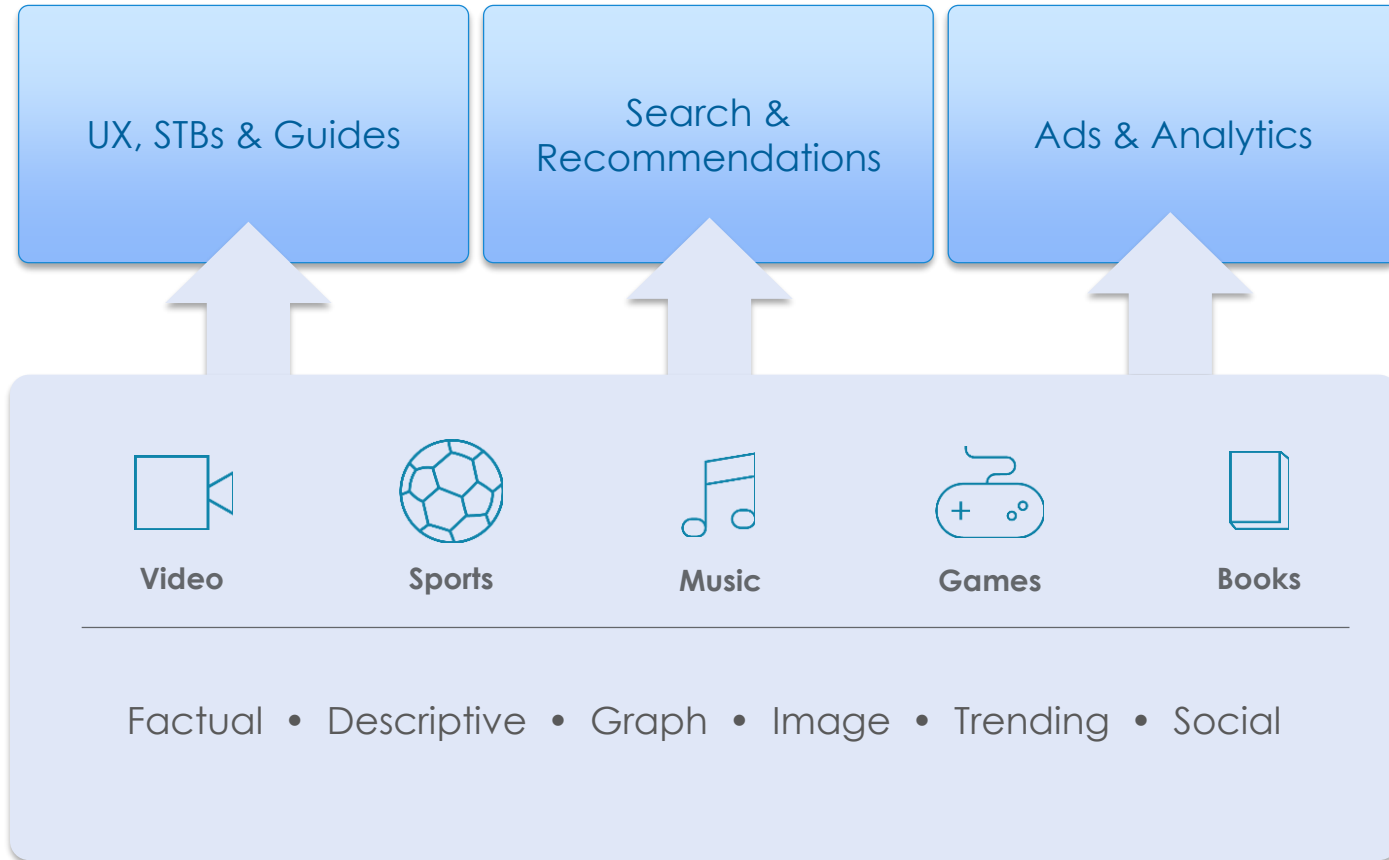
Fragmented Distribution Channels, Advertising & Viewers



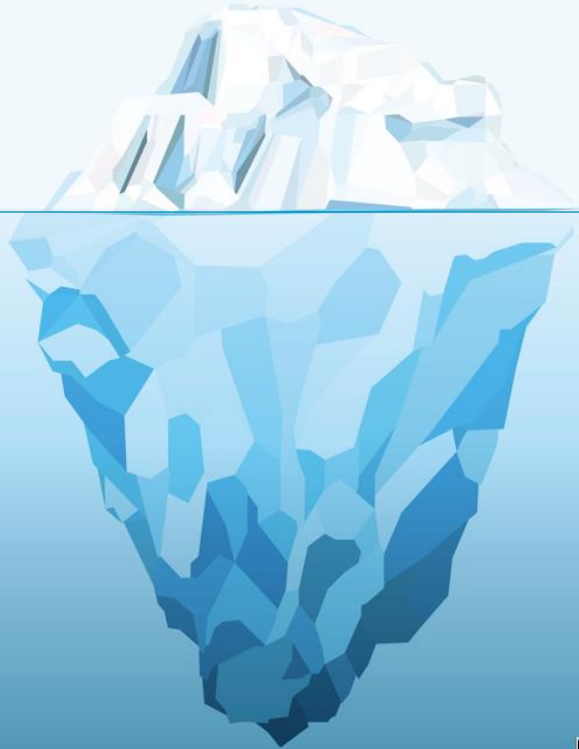
(This model held for 60+ years)



Metadata is Foundational to the TiVo Portfolio



Metadata



Factual Metadata

- Cast, Writer, Producer, Director etc.
- Air data / Season:Episode
- Summary / Bio

Image Metadata

- Poster Art
- Cast (Headshot)
- Character
- In-Era
- Scene
- Red Carpet
- Production

Attributes

- Format
- Type
- Language
- Duration
- Popularity Score
- Cast/Character Pair
- Trend Scores & Ratings
- Studio/Network
- Awards

Entertainment Graph

- Cross-category links (people & works)

Distribution Channels

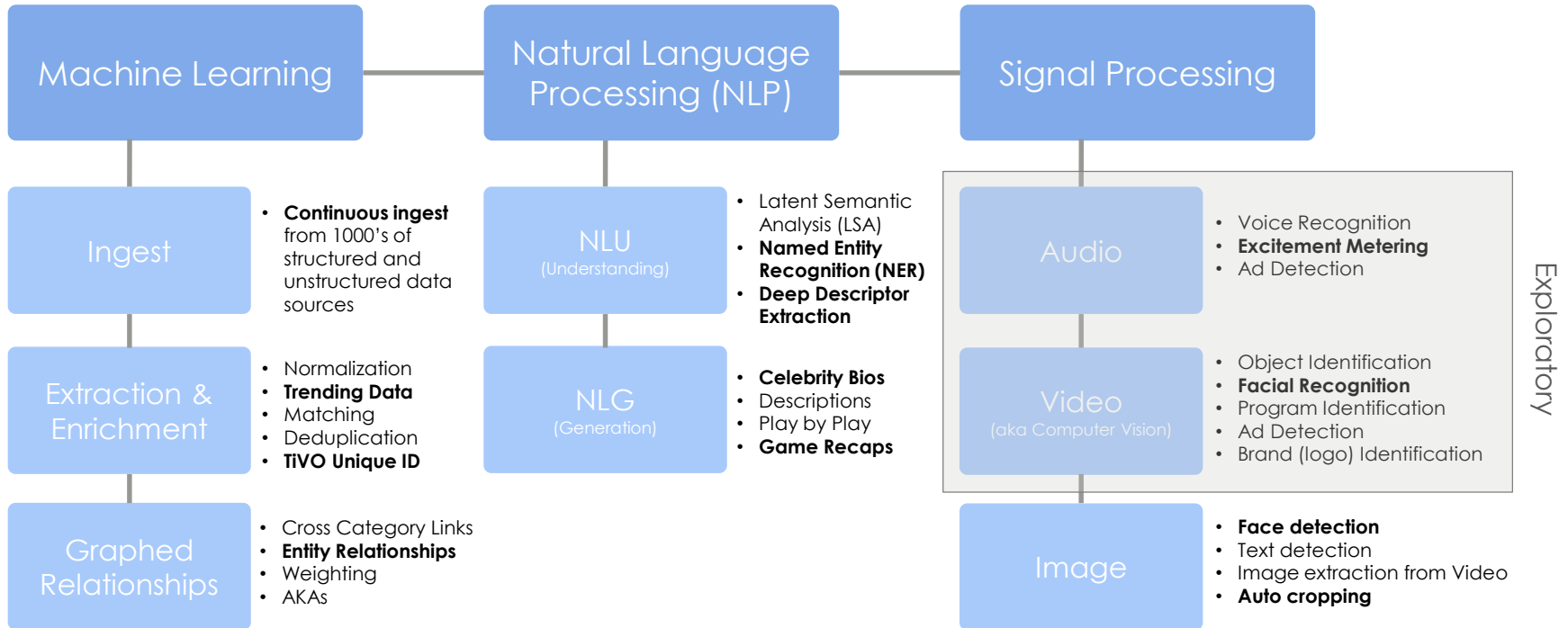
- Distribution Windows & Schedules
- OTT Links

Deep Descriptors & Keywords

- Theme
- Tone
- Mood
- Story

Machine Learning Powers Metadata Enrichment

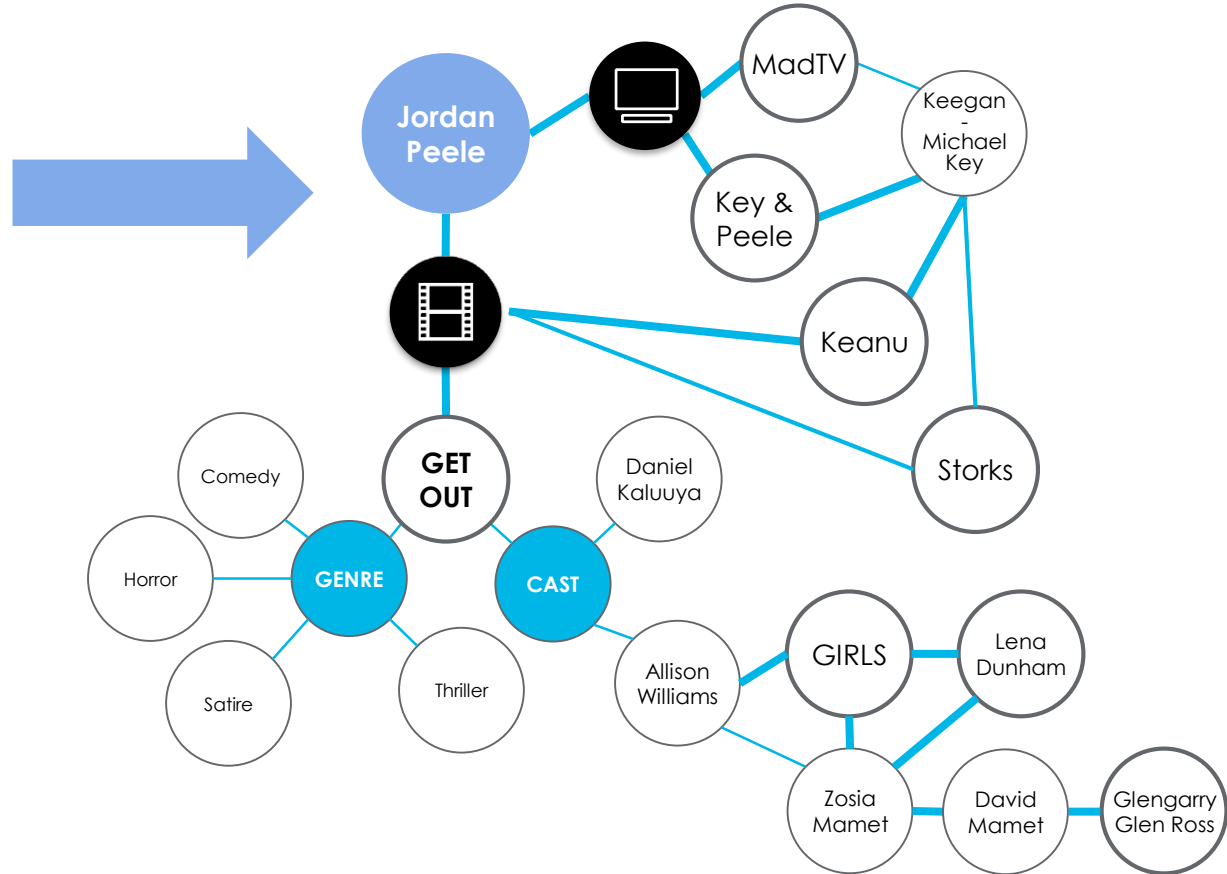
AI



Trending Data + Entertainment Graph

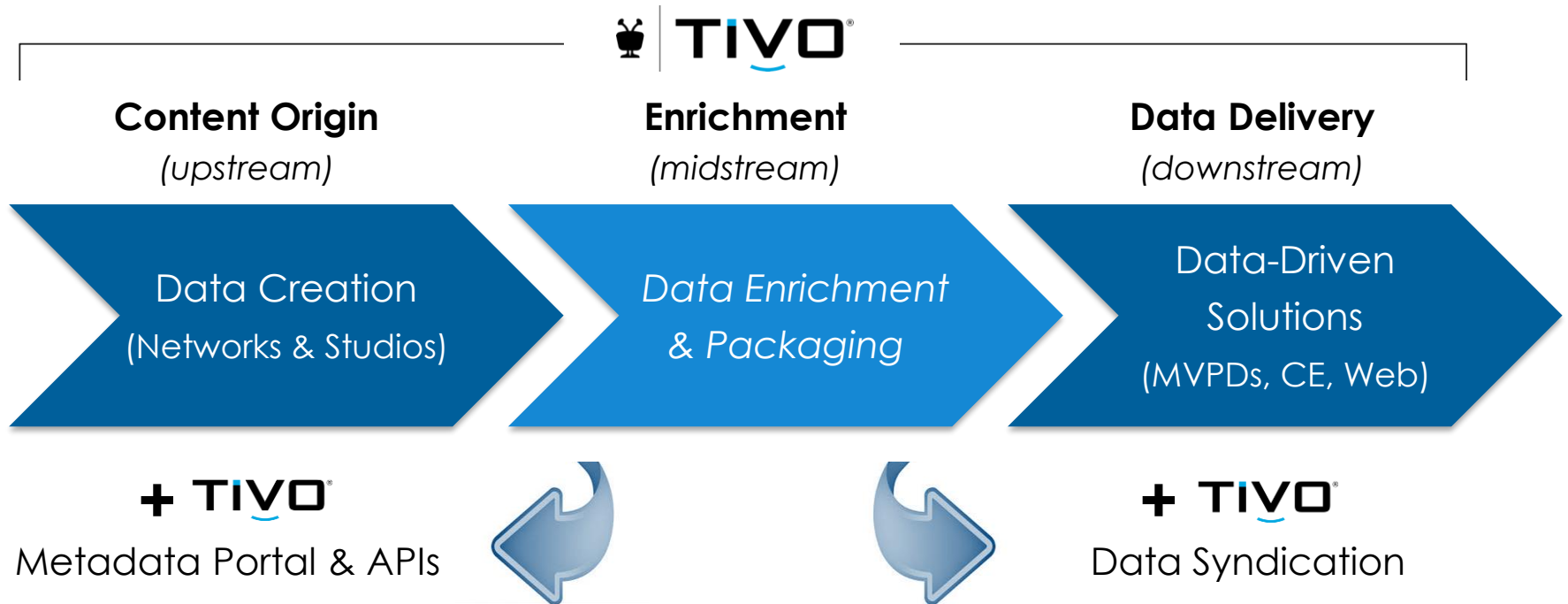


Jordan Peele's satirical horror film "Get Out" gained very strong social media momentum and became one of the highest-grossing original debuts ever.



Productizing TiVo's Metadata Tools & Technologies

Activating Upstream & Downstream Phases of the Metadata Lifecycle



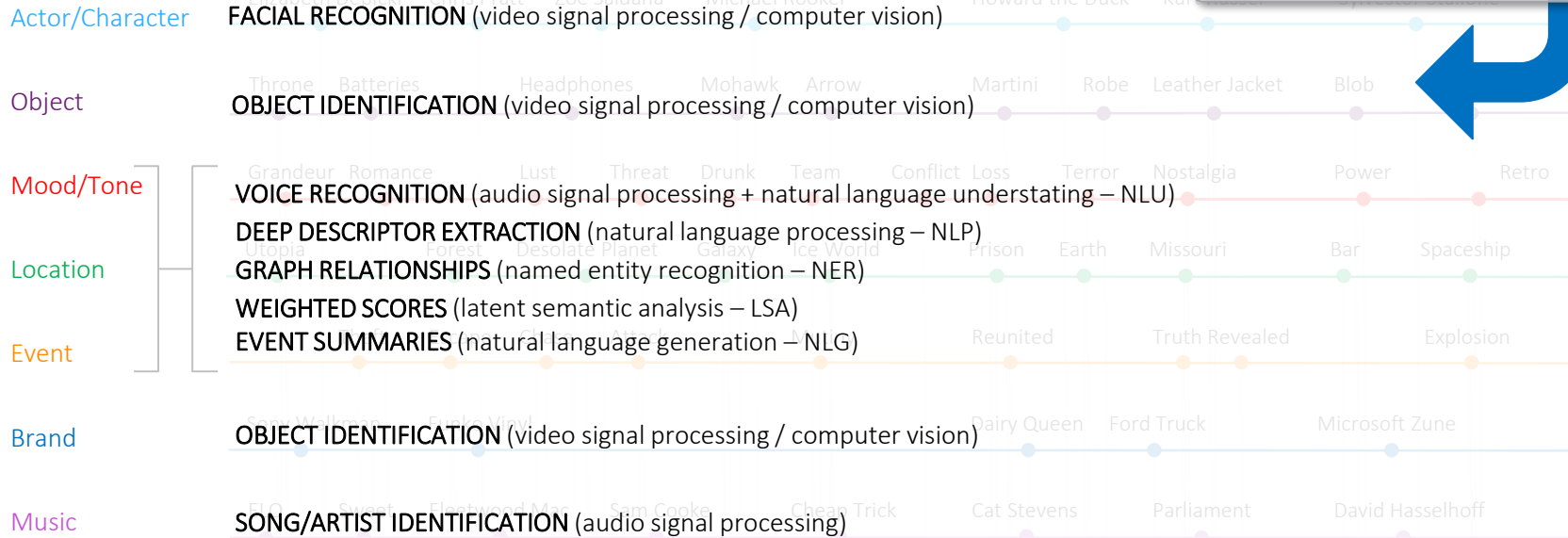
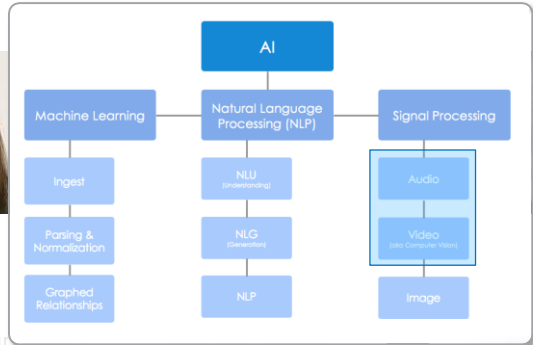
What's Next: Scene Level Metadata



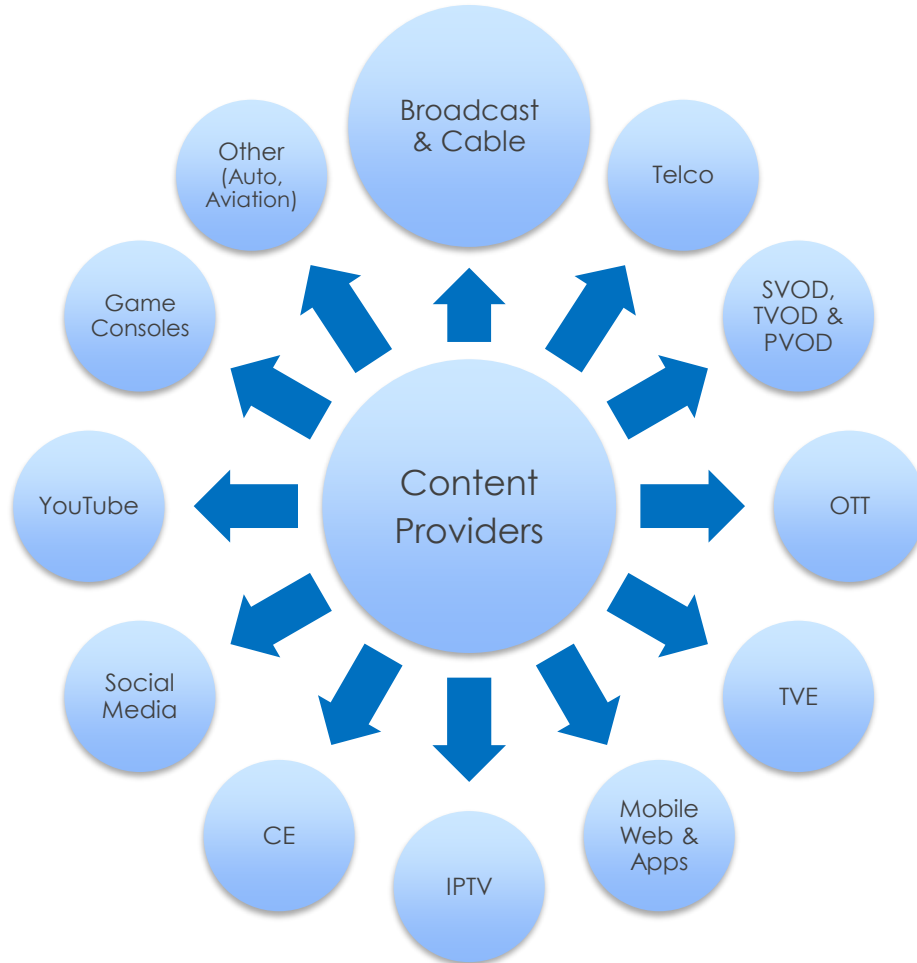
Guardians of the Galaxy Vol. 2 → time



ML & AI Tech Behind the Scenes



ML + Metadata Drives Discovery & Monetization



TiVo metadata solutions help package & deliver your content to the right audience.

- Production
- Distribution
- Ad Ops & Sales
- Targeting
- Search
- Recommendations



Thank You

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