We’re Now Living in the New Hollywood

Presented by: Gabriel Berger, CEO of ThinkAnalytics
It’s never been easier to jump ship
Start where art meets science

Data Science
- Ingestion, management and analysis of user behaviors

Information Science
- Melding of content and language to add nuances to data

Meaningful Personalization

Increase in engagement and retention
Build levels of engagement

Phase 1
- Metadata Enrichment
- Data only
- Asset Genome Projects

Phase 2
- Consolidated Metadata
- ‘Container’
- Optimize Catalog
- Distribution & Consumption

Phase 3
- DTC Personalized
- Discovery
- Browsing
- Search
- Recommendations
Bring it all together for personalization

- Apply AI/Machine Learning
- Real-time Viewer Engagement
- Deploy Discovery Algorithms
- Control Business Objectives
- Measure, Tune and Deploy
Proven Scalability

- 5 billion recommendations per day
- 350 million subscribers under management
- 80 deployments (Tier 1)
- 40 languages
- 38 countries