SmartTUBE Recommender

SmartTUBE Recommender is a solution for automatic generation of video content recommendations for digital TV users. Generated recommendations are then displayed in the UI of a client application making it more attractive for the users and taking the service quality to a new level. It is an efficient tool to gain loyalty of your subscriber by showing that you care about their individuality. An operator may also use recommendations to promote content selected for editorial reasons - seasonal, commercial, licensing etc.
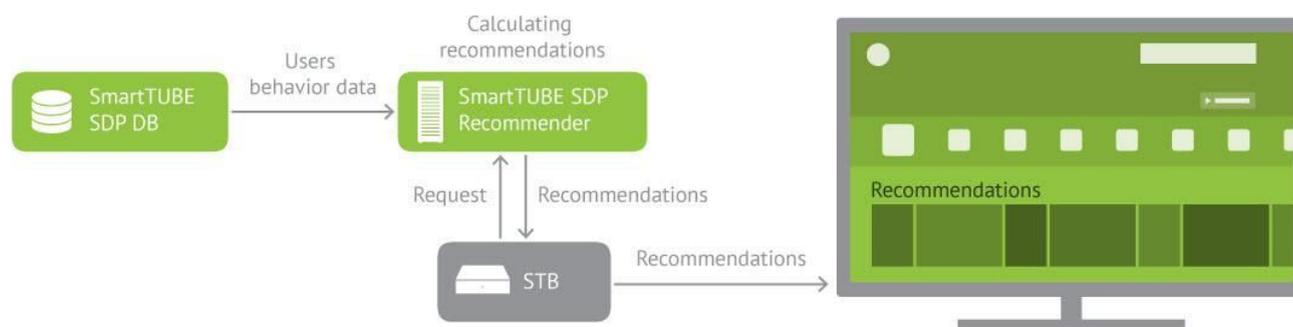
Key benefits

Integration options

SmartTUBE Recommender can be used as part of SmartTUBE SDP or as a third-party component in an interactive television system developed by other manufacturers.

High quality of recommendations

Recommendations are generated automatically employing a specialized information system that analyzes a wide variety of content properties and user behaviour peculiarities to increase the recommendations' accuracy.

Mechanism

To generate individual recommendations, a lot of data related to user actions and TV / VoD content is analysed. Such data includes purchases, viewing statistics, time of watching certain content, personal rating of TV channels, meta content and more. Based on the data type and analysis technique, different types of recommendations are produced:

- Automated recommendations of new episodes of TV shows and TV series as soon as they are released. Such recommendations take into account subscriber's preferences, time of day, preferences for channels.

- Automated recommendations of movies and TV series based on preferences of a target subscriber and similarity to other subscribers (collaborative filtering).

- Automatically calculated rating of channels and popular applications (from external suppliers).

- Automated personal recommendations of the TV content that is similar to the content that the subscriber usually watches based on linguistic analysis of titles and descriptions.

- Content recommendations created manually by editors via the administrative interface. Such recommendations are displayed as a ribbon of banners and the "What to watch" page.