



# PLAYPILOT

SEARCH LESS - WATCH MORE

The background is a solid dark blue-grey color. In the top-left and bottom-right corners, there are clusters of abstract, faceted geometric shapes in shades of red and pink, resembling stylized crystals or paper airplanes. A thin, horizontal rainbow-colored bar is visible along the bottom edge of the slide.

# HVORDAN FÅR MAN SUCCES MED BRUGERDRETVET CONTENT DISCOVERY?

# 1.3 ÅR



In the [2016 Ericsson ConsumerLab TV and Media Report](#), it was revealed that the average person will spend 1.3 years of their life perusing the on-screen electronic program guide (EPG) in an effort to locate TV and entertainment content. The same report also found that Video on Demand (VOD) consumers spend a “frustrating” 45 percent more time searching for programming, in comparison to their linear TV viewing



# LONG SHOT

**UNLIKELY** BUT  
NOT **IMPOSSIBLE**

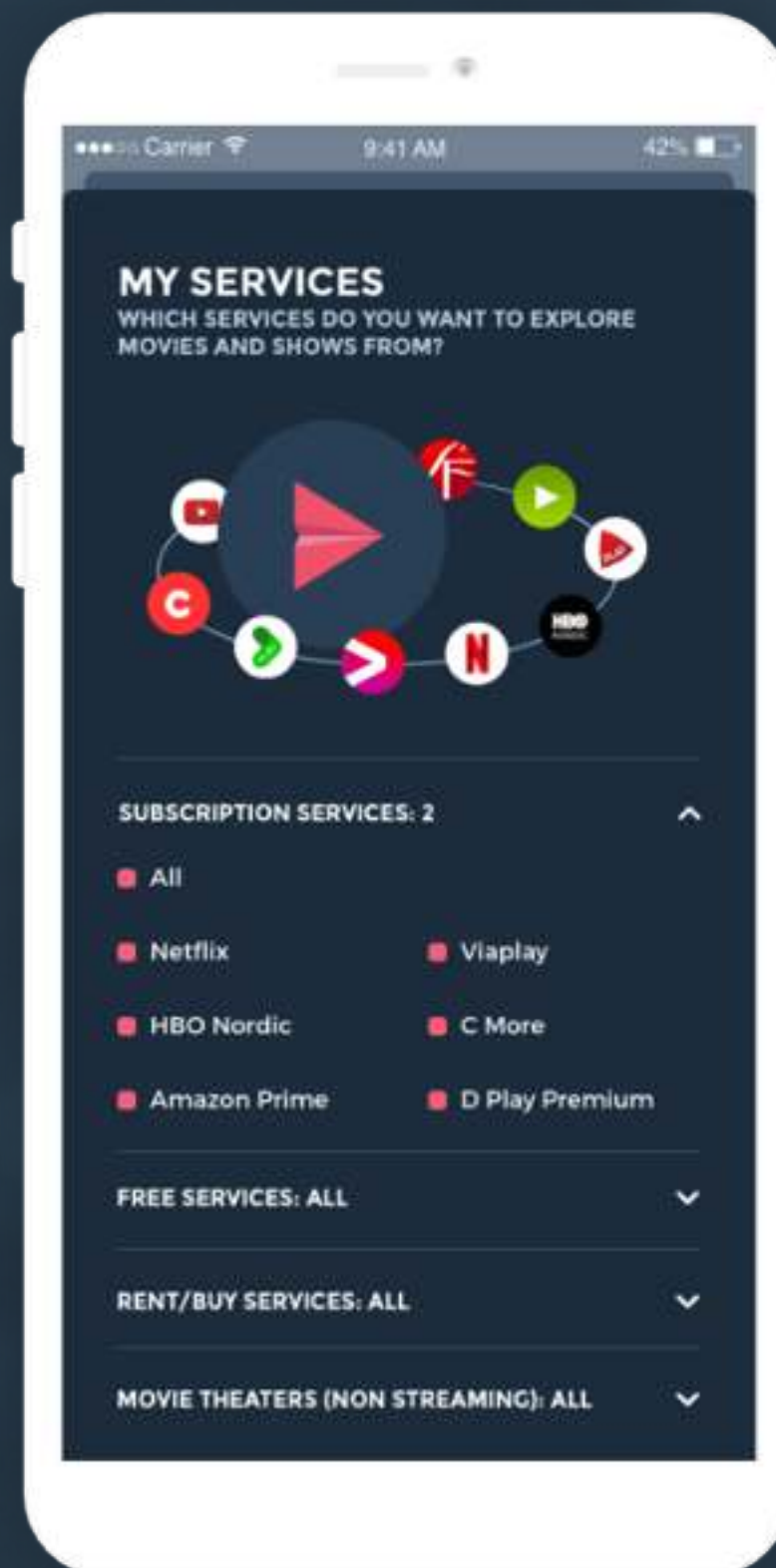
A high-angle, low-look-up shot of a person rappelling down the side of a tall, modern skyscraper. The person is positioned on the right side of the frame, holding onto a rope that extends across the width of the image. The building's facade is composed of many rectangular windows, creating a strong vertical rhythm. Below the building, a dense urban landscape is visible, with various smaller buildings and streets. The sky is a pale, hazy blue. The overall composition conveys a sense of height, risk, and exploration.

# HVORDAN ARBEJDER VI MED CONTENT DISCOVERY OG HVORFOR VIRKER DET?

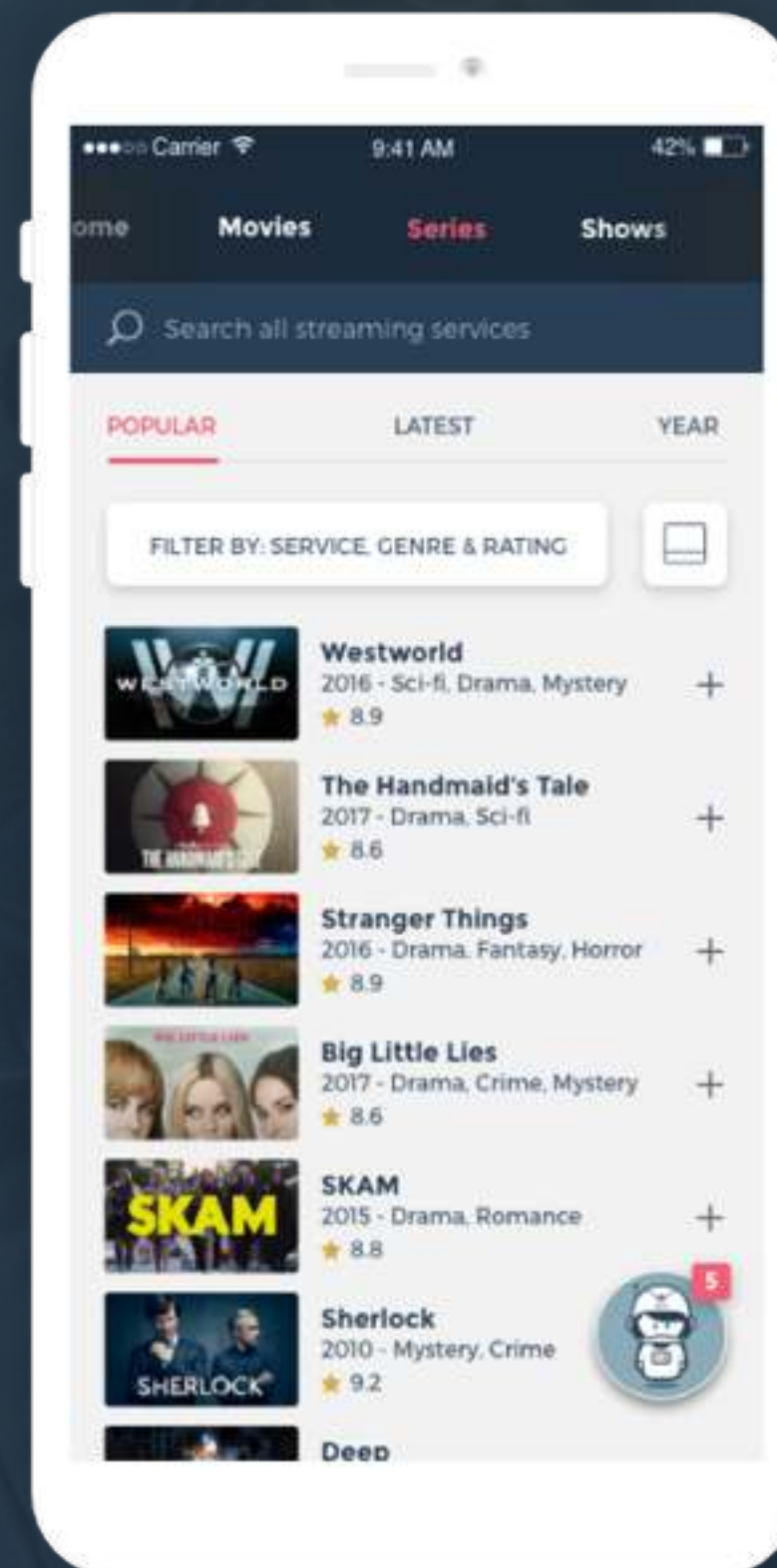
# BASIS FEATURES

PLAYPILOT ER TILGÆNGELIG PÅ WEB AND IOS/ANDROID

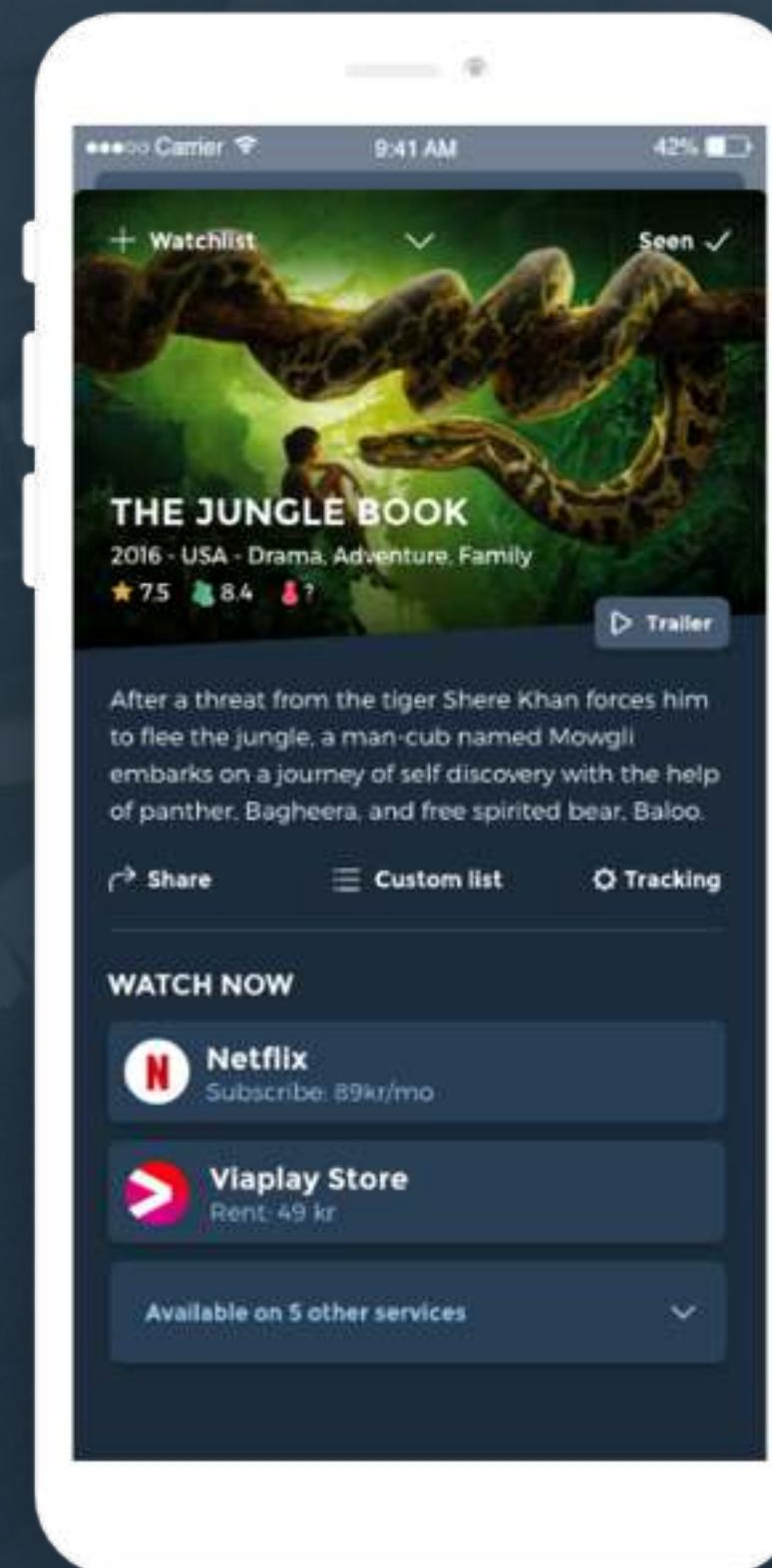
## UBEGRÆNSET SØGNING



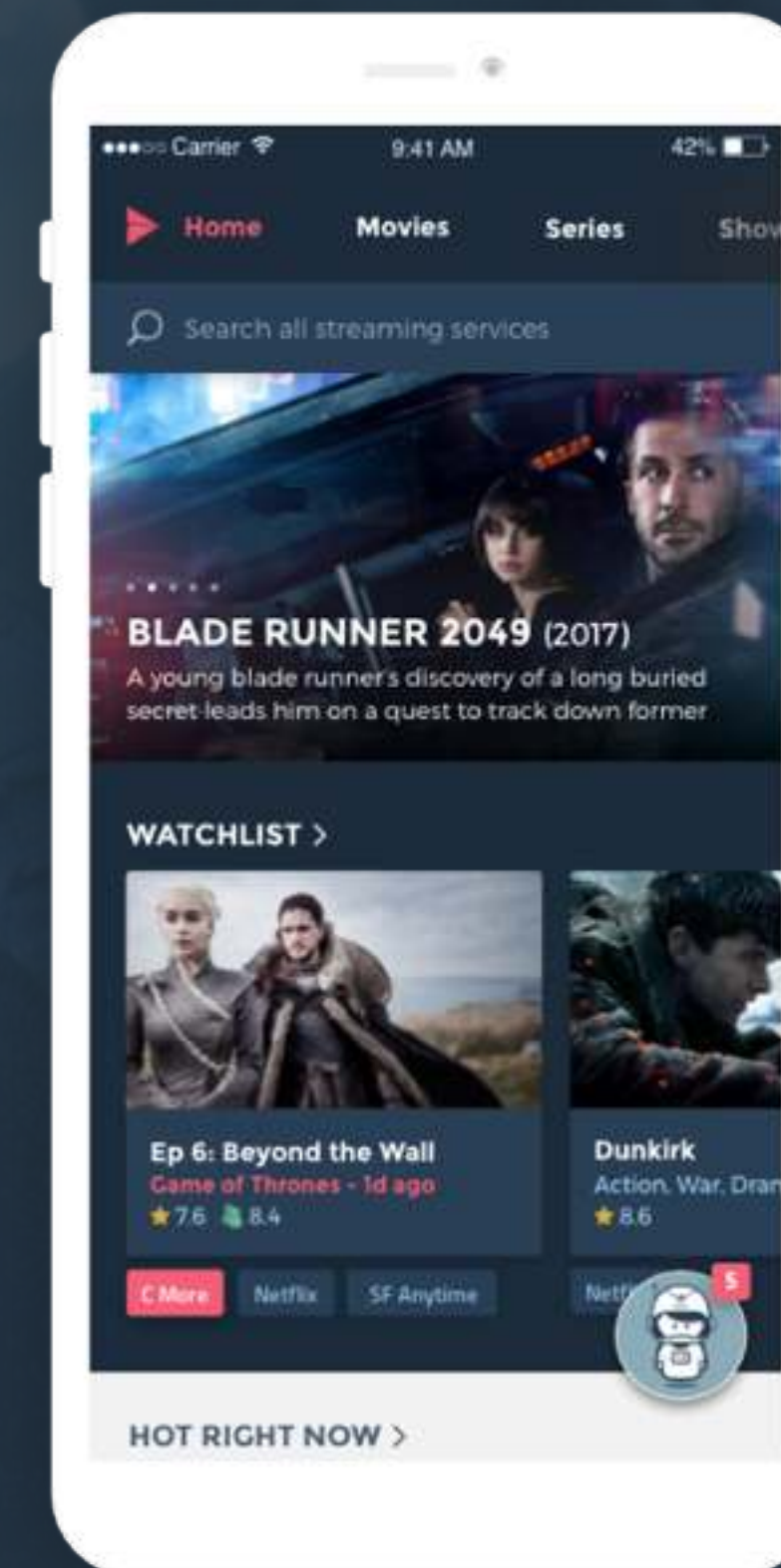
## FILTRERING PÅ TJENESTER



## FILTRERING PÅ GENRE, ÅRSTAL & RATINGS

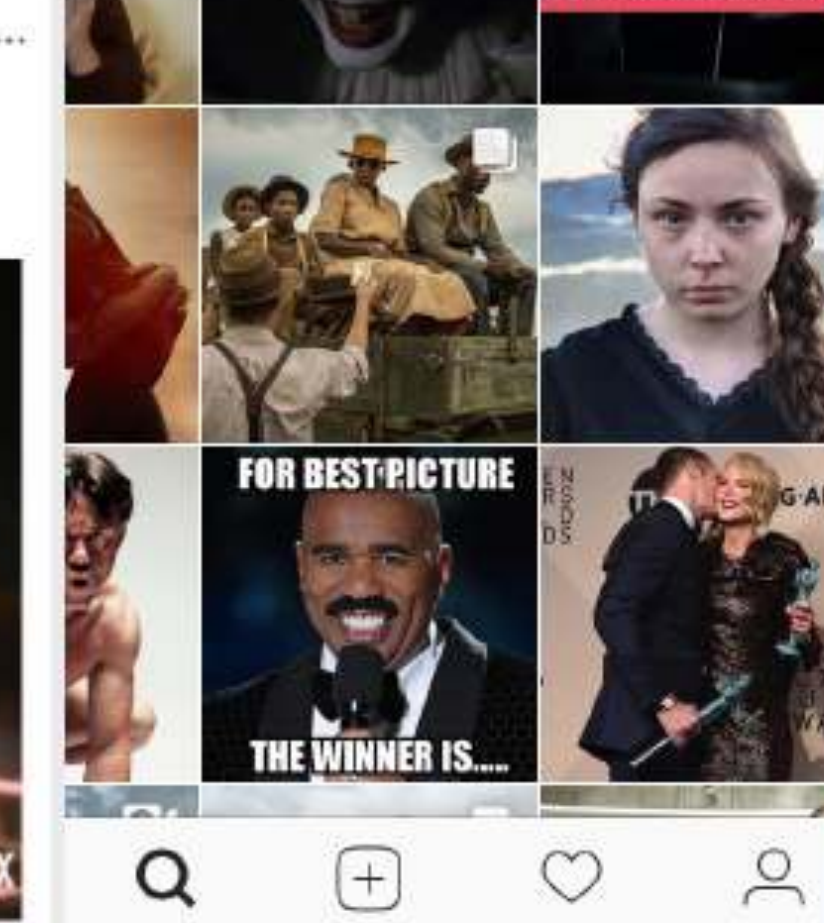
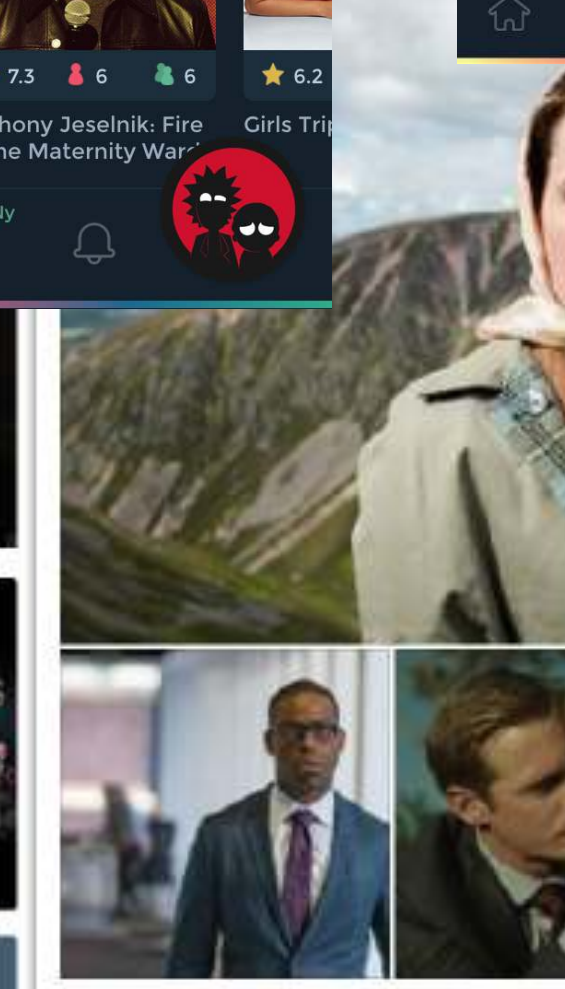
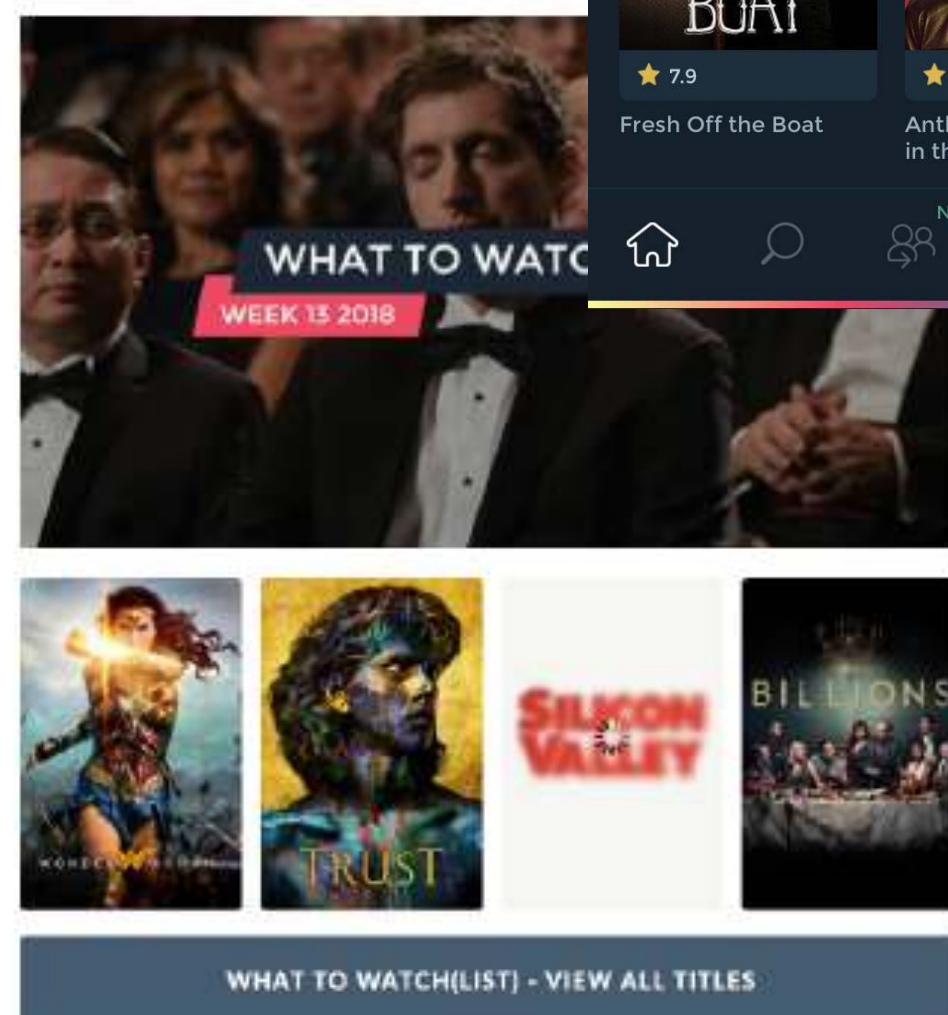
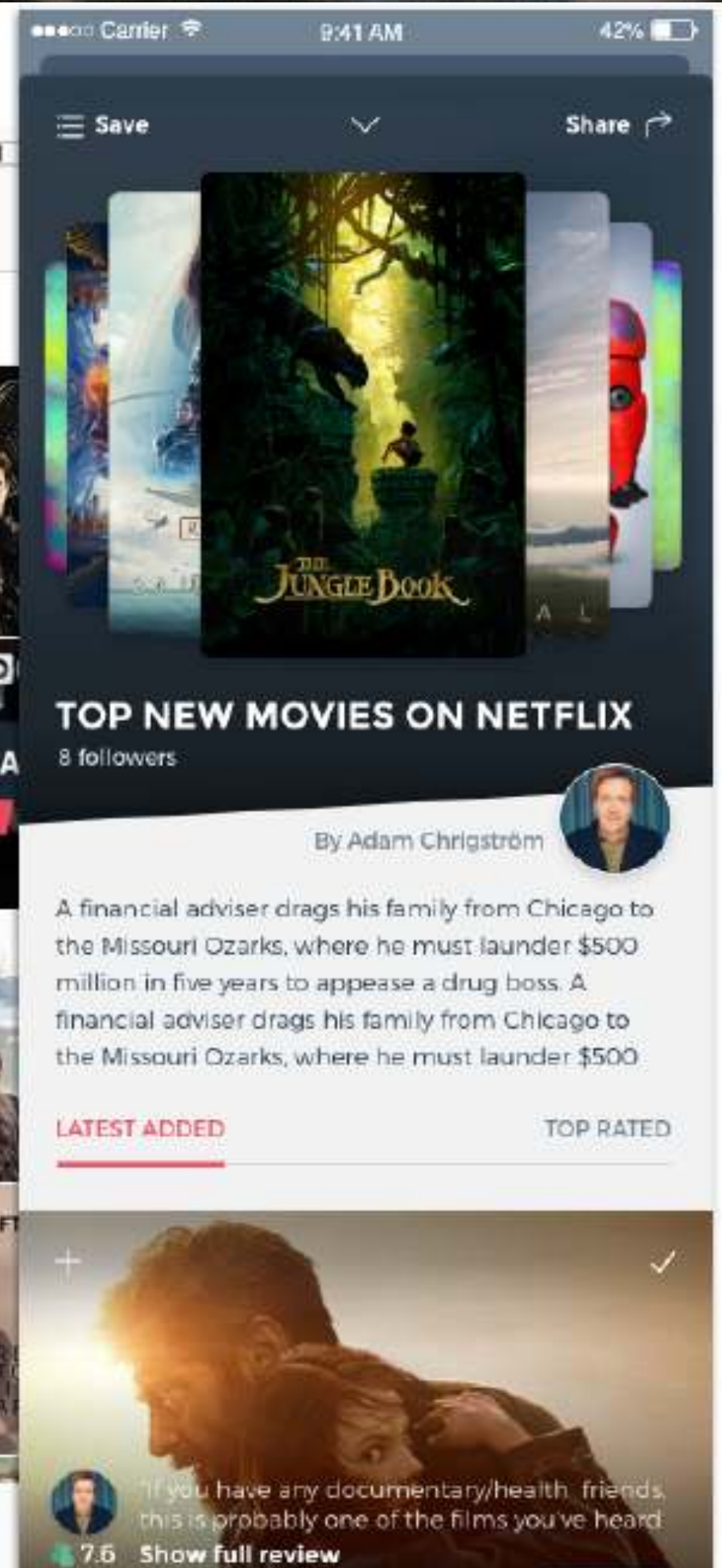
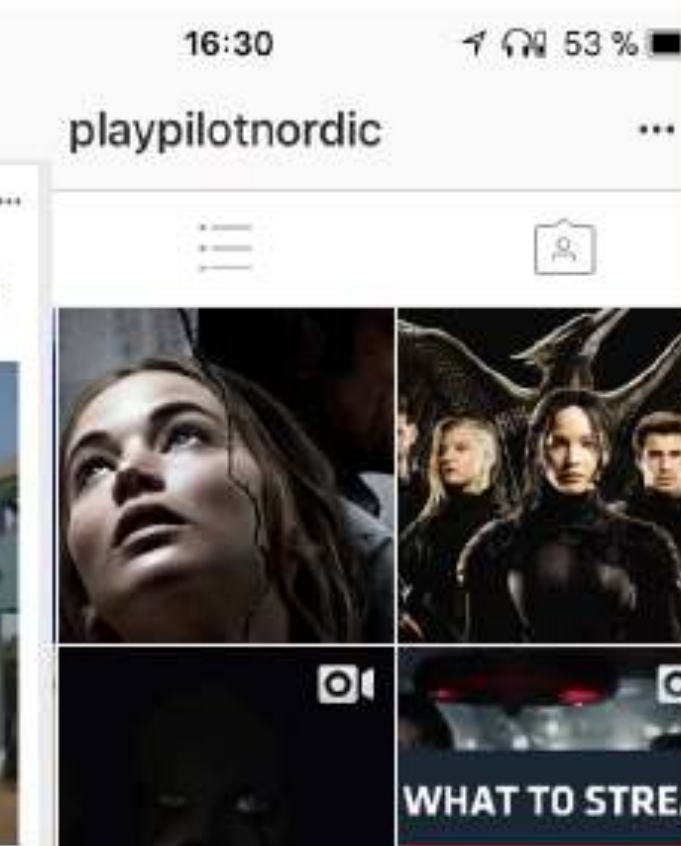
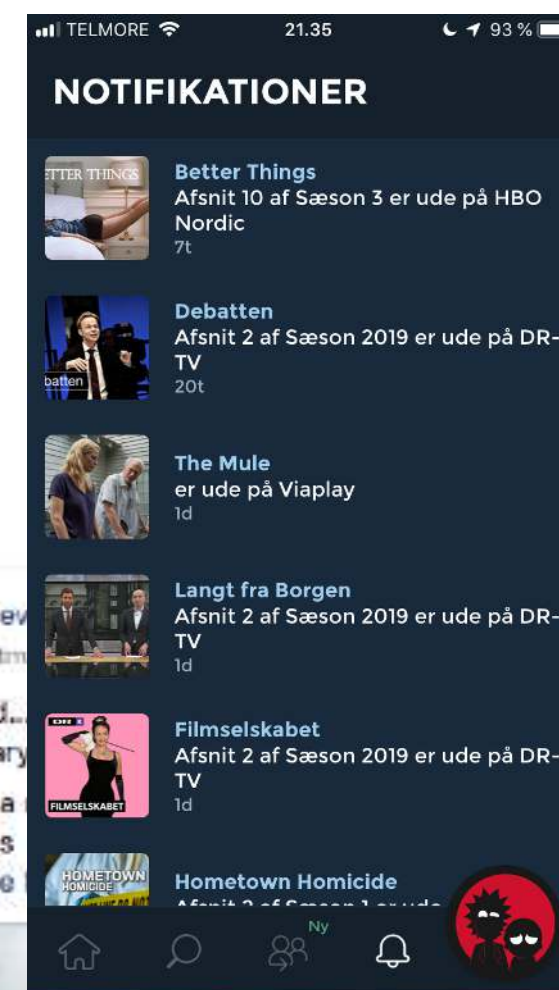
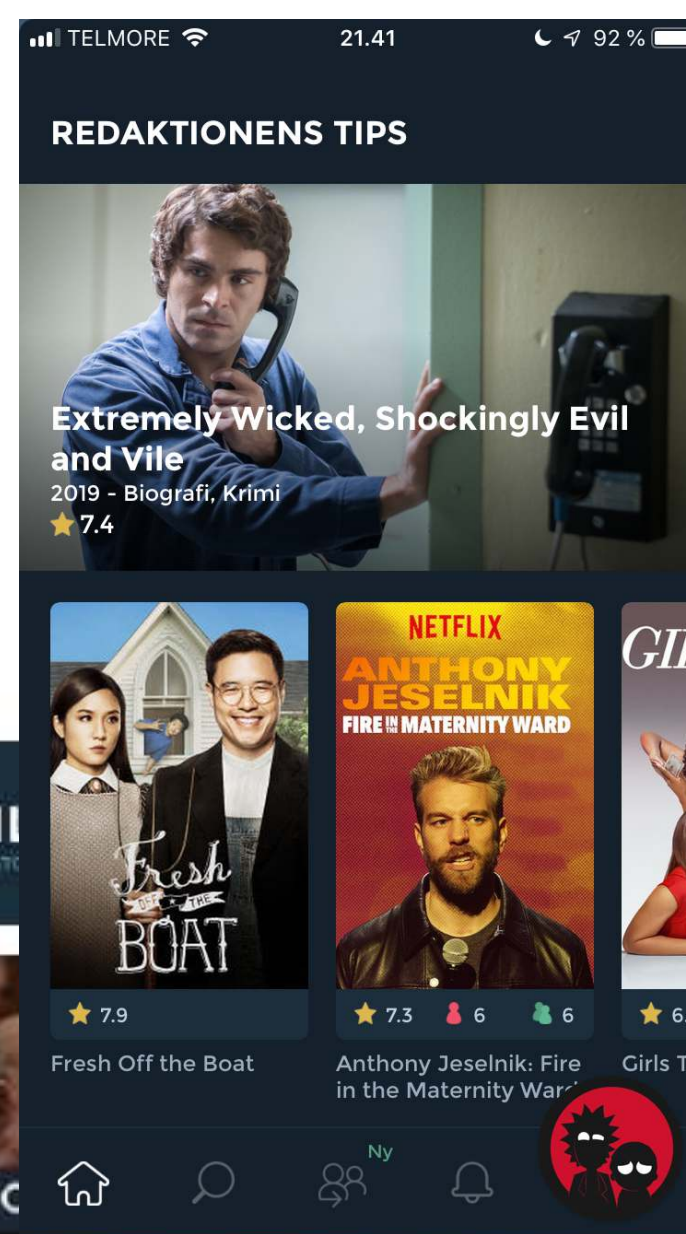
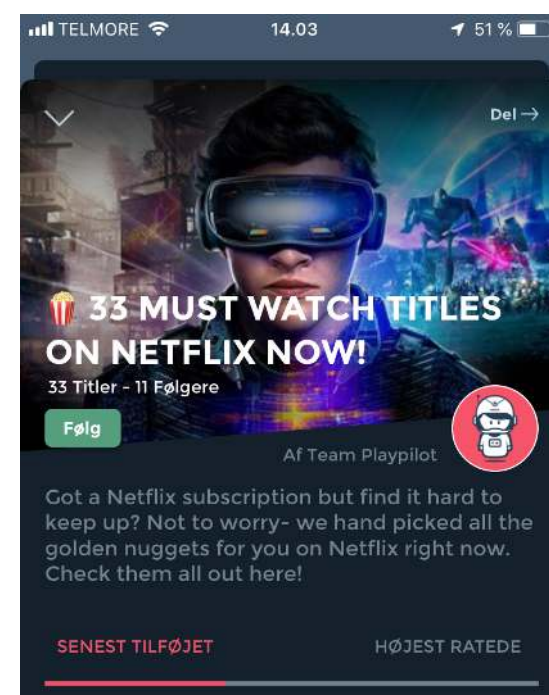


## WATCHLISTE TITLER



# REDAKTIONEL KURATERING - THE “WHAT TO WATCH” TEAM

Hjælper folk med at beslutte hvad de skal se



# HAR DU SET NOGET GODT FOR NYLIGT?

SOCIAL CONTENT DISCOVERY

## FØLG BRUGERE



leonie\_franka

Følg



filip-265338

Følg



martin76

Følg

## FØLG RATINGS



**Playpilot**  
Team Playpilot

8



**Fredrik**  
Fredrik Wikingsson

8.5



**Serierådet**  
The podcast

7

## OPRET COLLECTIONS

 **33 MUST WATCH TITLES  
ON NETFLIX NOW!**

33 Titler - 11 Følgere

Følg

Af Team Playpilot



Not a Netflix subscription but find it hard to keep up? Not to worry- we hand picked all the best nuggets for you on Netflix right now and put them all out here!

MATCHLISTS  
FIND EN FILM ALLE VIL SE

SVÆRT AT BLIVE  
**ENIGE OM**  
AFTENENS FILM?

# 115,000+ REGISTREREDE BRUGERE

DER ALLE SKAL BESLUTTE HVAD DE SKAL SE

35%

LEJER ELLER KØBER  
EN FILM MINDST EN  
GANG PR. MÅNED

40%

SYNES DET ER SVÆRT AT  
FINDE UD AF HVAD DE  
SKAL SE MED VENNER

60%

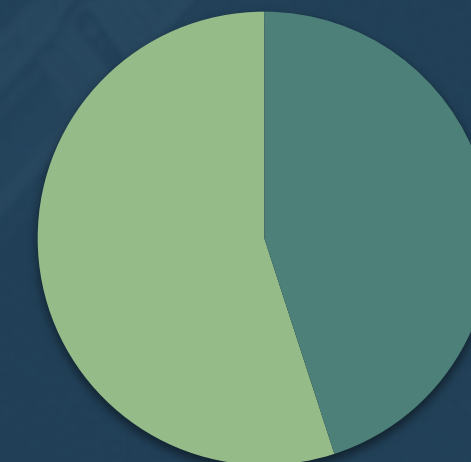
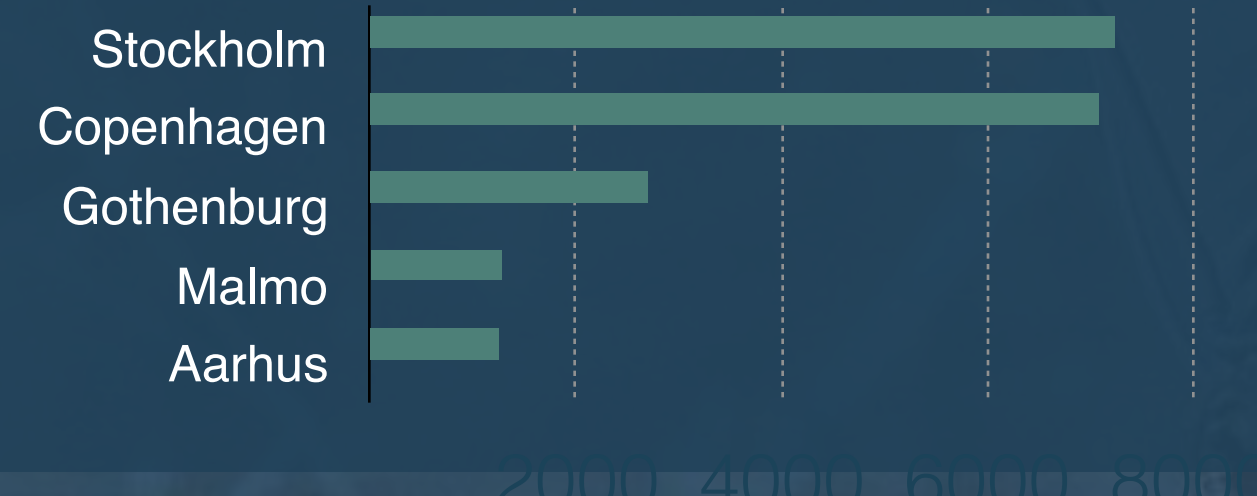
BETALER FOR MINDST 3  
STREAMINGTJENESTER

WATCHLISTED  
**360.000+**  
TITLES

RATED  
**420.000+**  
TITLES

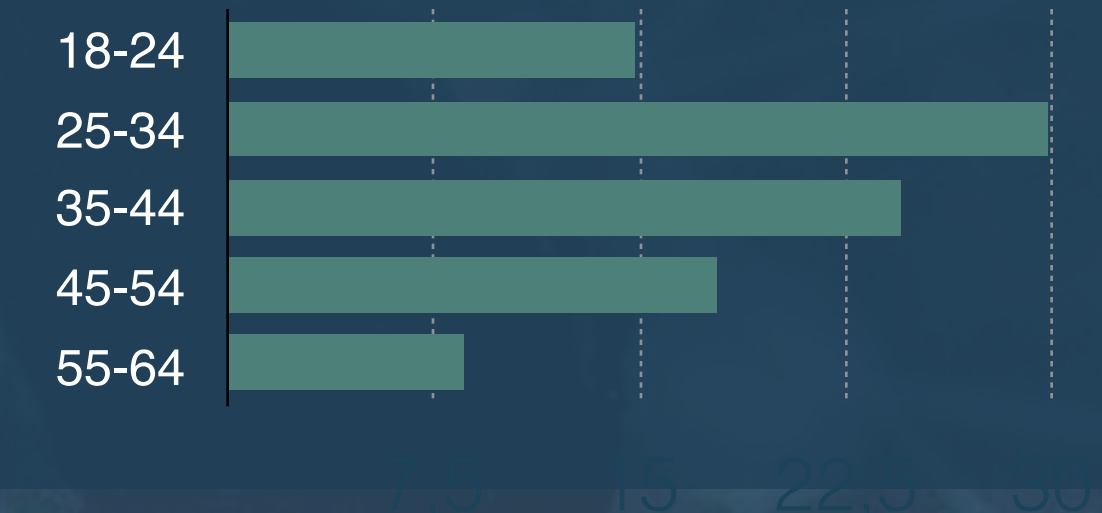
MATCHLISTS  
**3000+**  
SIDEN LAUNCH I OKTOBER

TOP LOCATIONS



55% Mænd  
45% Kvinder

ALDER



- FORSAT PERSONLIGE ANBEFALINGER
- KØB DET DU SER
- UBEGRÆNSET SØGNING
- CONVENIENCE - ET OPGØR MOD SILO DANNELSE?
- BRUGERDREVET CONTENT DISCOVERY
  - MASSIVT KATALOG
  - NEUTRALITET
  - TILGÆNGELIGHED



"Roads? Where we're going, we  
don't need roads."

*- Back to the Future (1985)*



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