VIONLABS

MY BACKGROUND.

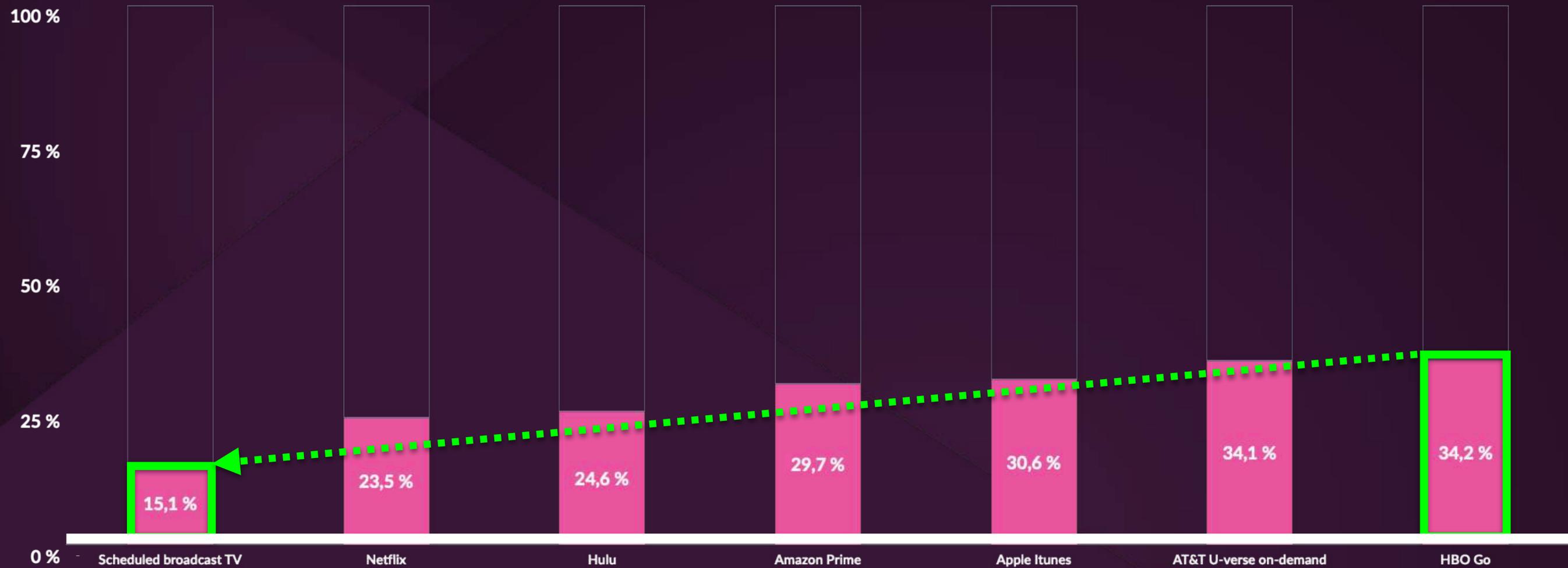# TV & MEDIA IN POST COVID-19 WORLD.

VIONLABS

Streaming to TVs has more than **doubled** during the pandemic.

April 4th Americans streamed **27 billion minutes** of content to TV

50,000 years of content in just one day

Source: Nielsen 2020

THE PARADOX OF CHOICE.

15.000 years wasted searching....EVERYDAY !

VIONLABS

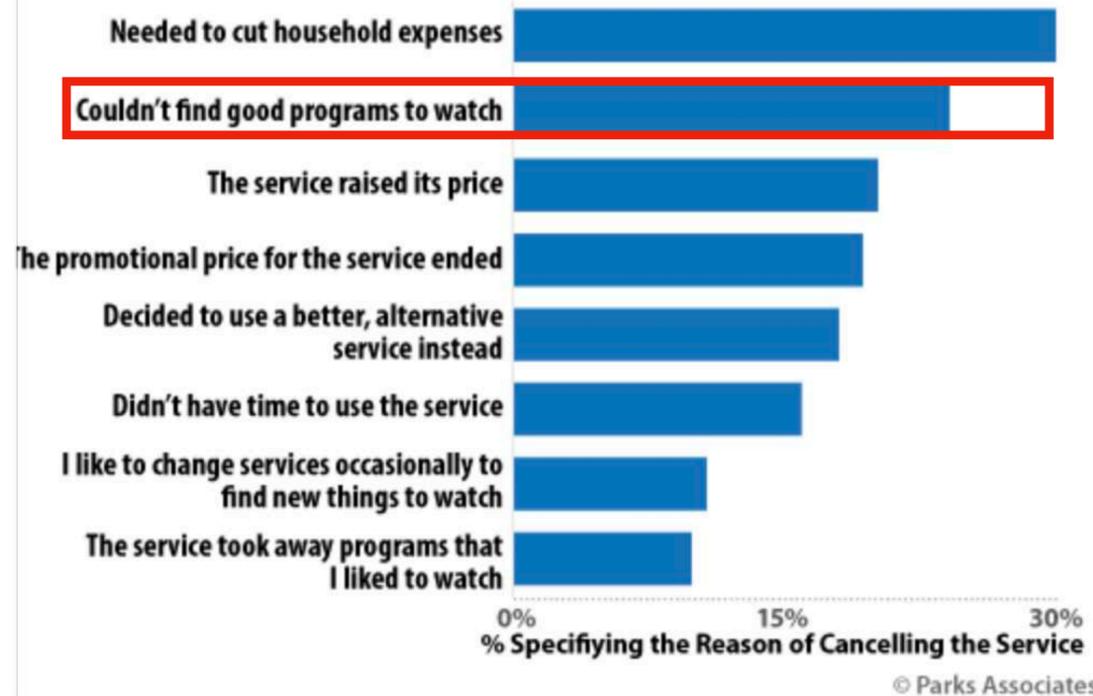|	Scheduled broadcast TV	Netflix	Hulu	Amazon Prime	Apple Itunes	AT&T U-verse on-demand	HBO Go
	15,1 %	23,5 %	24,6 %	29,7 %	30,6 %	34,1 %	34,2 %

Ericsson Consumer Lab report

ONE MAJOR REASON FOR CHURN.

Fierce competition in the OTT space has lead to increased churn and increased customer acquisition cost!

Most Common Reasons for OTT Churn
Among US Broadband Households that Cancelled at least One OTT Service in Past 12 Months

- Needed to cut household expenses
- Couldn't find good programs to watch
- The service raised its price
- The promotional price for the service ended
- Decided to use a better, alternative service instead
- Didn't have time to use the service
- I like to change services occasionally to find new things to watch
- The service took away programs that I liked to watch

% Specifying the Reason of Cancelling the Service

© Parks Associates

"To secure long-term subscriber fidelity, providers need to offer more, including original content and a **personalized user experience.**"
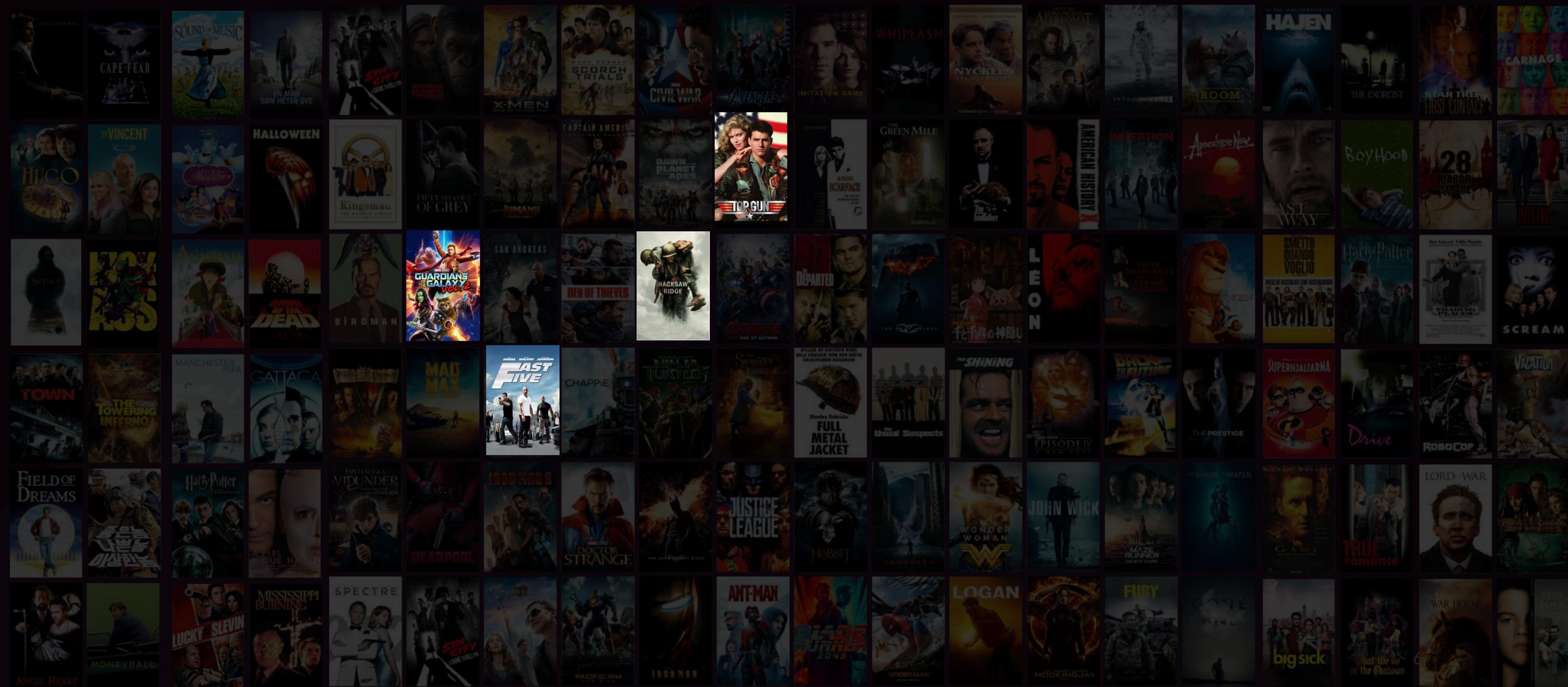*Parks Associates 2019 Survey*

"Churn in Q1 2020 reached new record levels of **41%**"
Parks Associates 2020 Survey

"Netflix spends **200 USD**/net new subscriber in acquisition cost, up from **100 USD** in 2019"
Ampere Analysis 2020 Survey

Analysis Paralysis.

THE METADATA CHALLENGE .

REGULAR METADATA	IMAGE AND TEXT RECOGNITION	EMOTIONS RECOGNITION
IMDb gracenote A NIELSEN COMPANY rovi	Google	VIONLABS

SIMILAR TITLES

Action, Superhero
Batman The Dark Knight

City - Clown - Police car
Batman The Dark Knight

Suspense - Tention - Stress
Batman The Dark Knight

THE METADATA CHALLENGE .

REGULAR METADATA	IMAGE AND TEXT RECOGNITION	EMOTIONS RECOGNITION
IMDb · gracenote A NIELSEN COMPANY · roVi	Google	VIONLABS

Drama, War
Schindler's List

Soldier - child
Schindler's List

Sadness - Anger
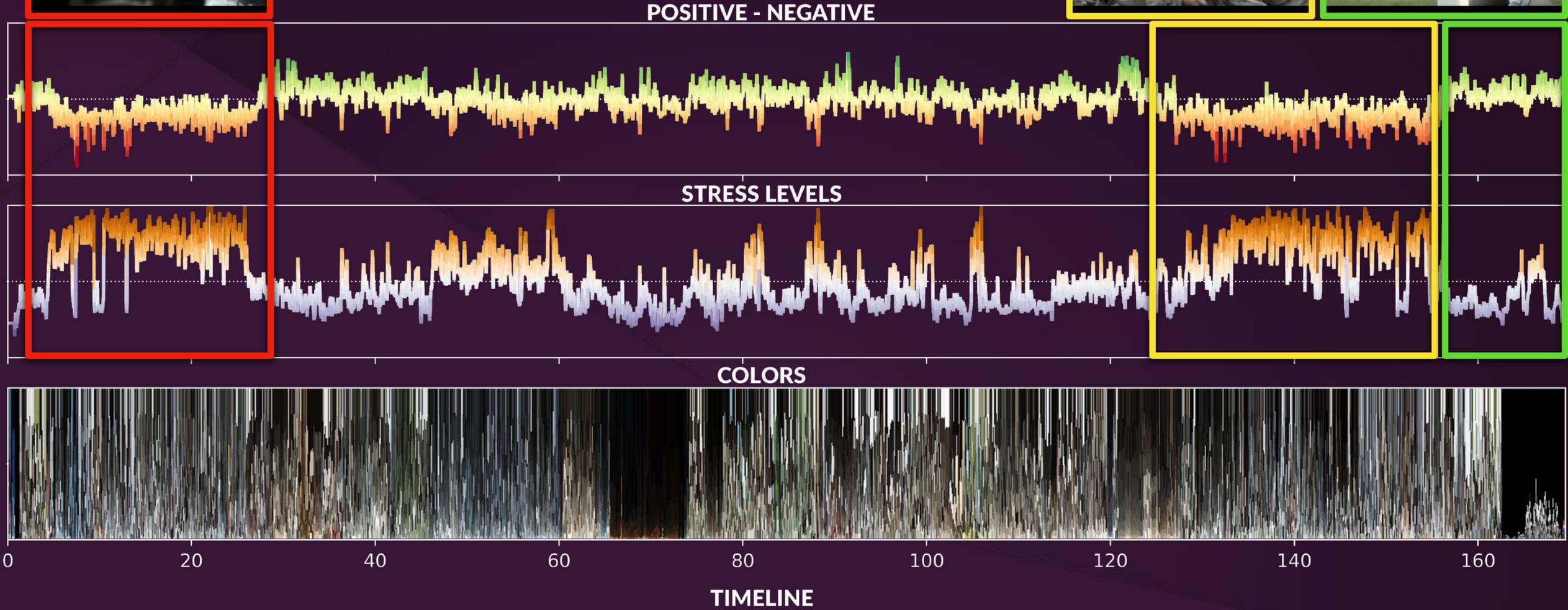*Schindler's List*

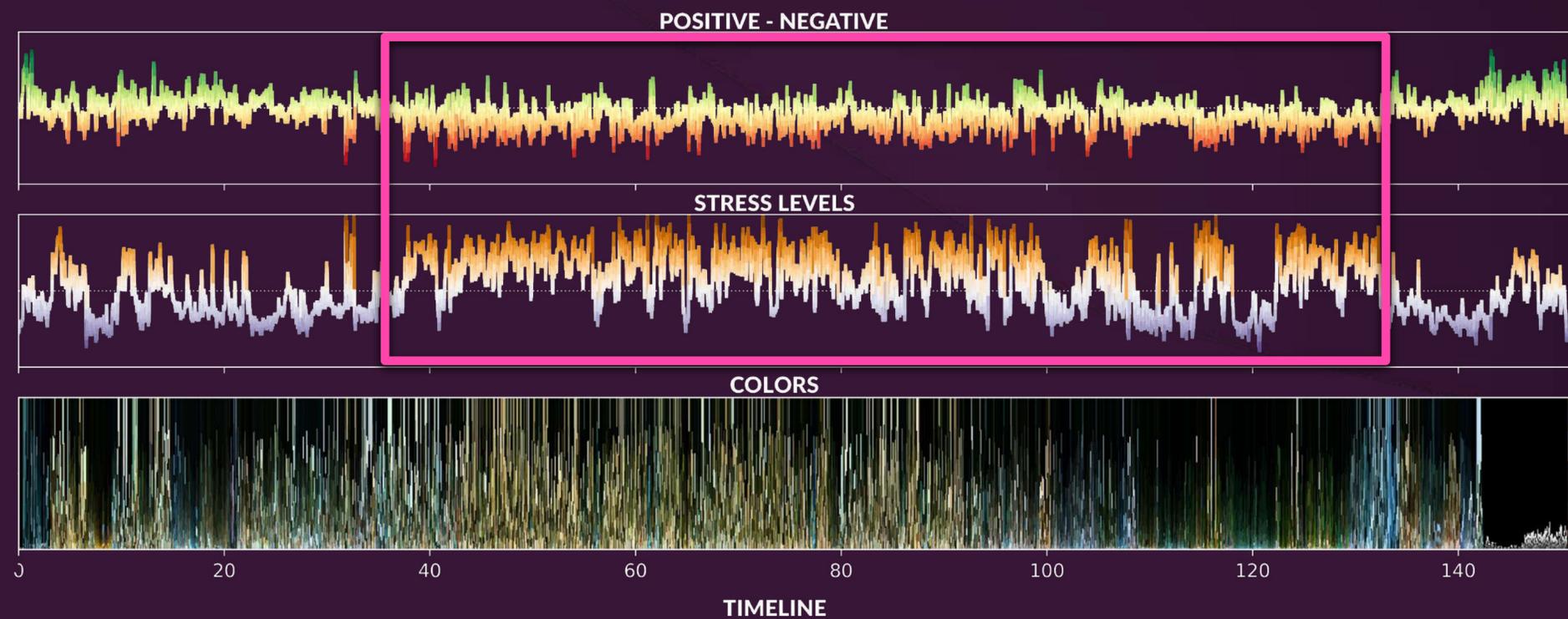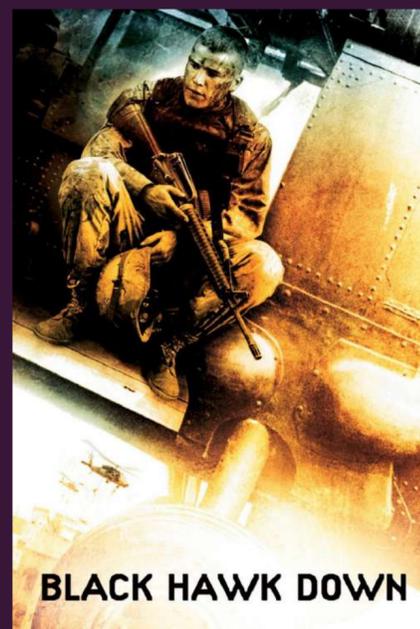SIMILAR TITLES

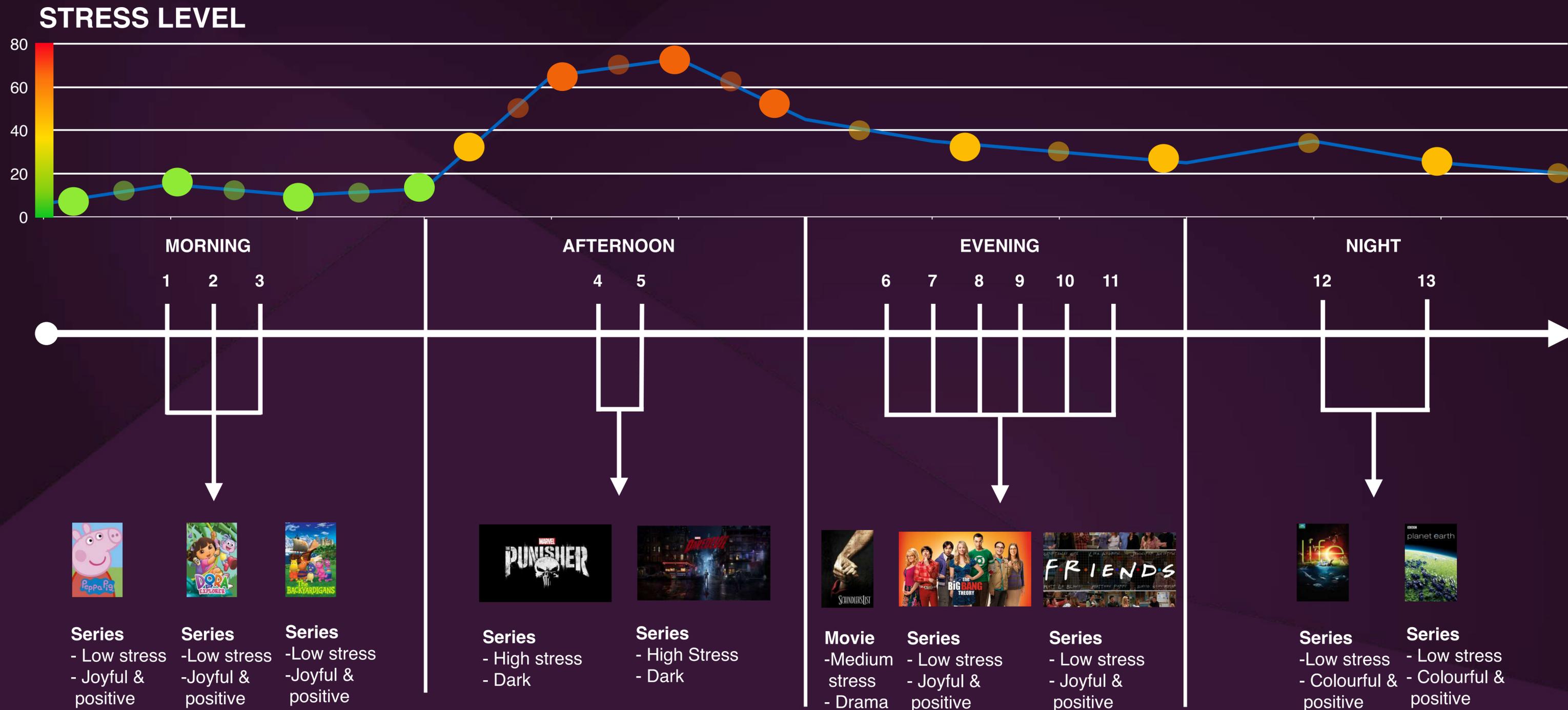# EMOTIONAL ANALYSIS OF SAVING PRIVATE RYAN.

VIONLABS

Beach of Normandie

Final fight

Ending happily

POSITIVE - NEGATIVE

STRESS LEVELS

COLORS

RÄDDA MENIGE RYAN

0   20   40   60   80   100   120   140   160

TIMELINE
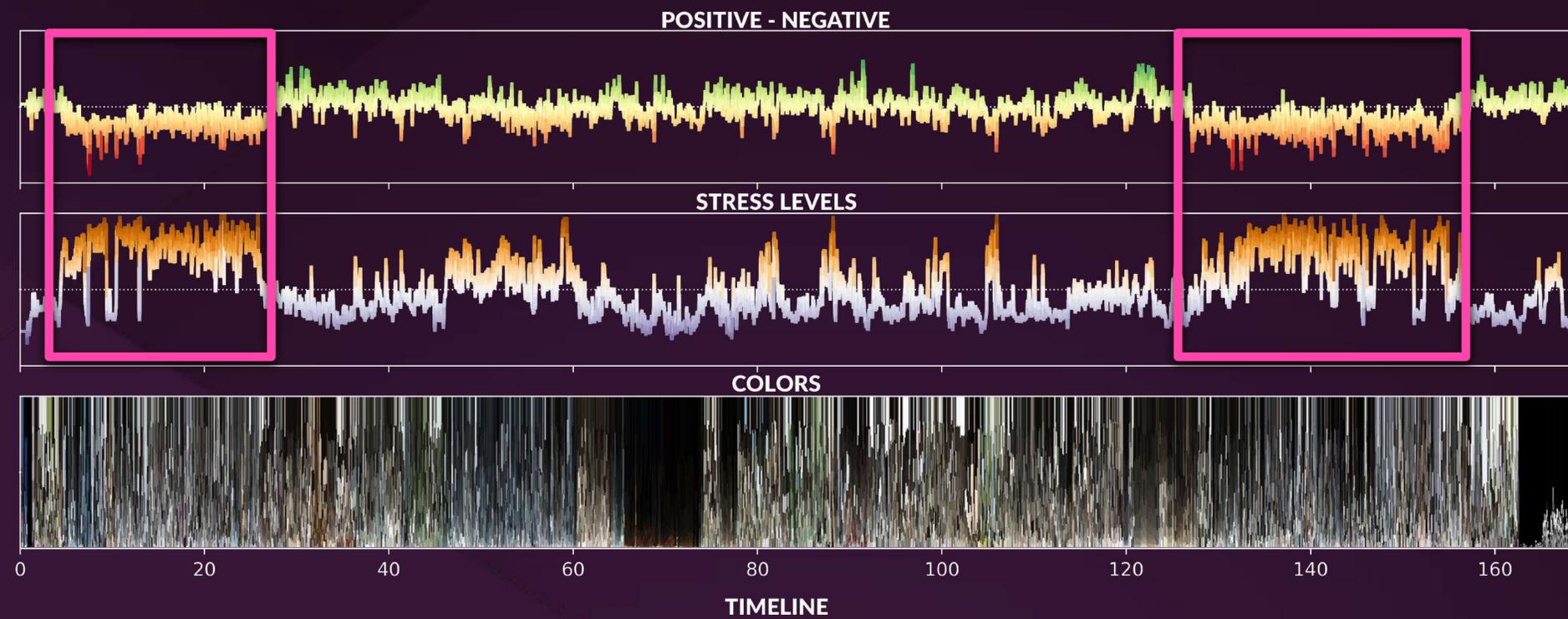
A VIEWERS 24 hours WATCH HISTORY.

STRESS LEVEL

80
60
40
20
0

MORNING

1 2 3

AFTERNOON

4 5

EVENING

6 7 8 9 10 11

NIGHT

12 13

Series
- Low stress
- Joyful & positive

Series
- Low stress
- Joyful & positive

Series
- Low stress
- Joyful & positive

Series
- High stress
- Dark

Series
- High Stress
- Dark

Movie
- Medium stress
- Drama

Series
- Low stress
- Joyful & positive

Series
- Low stress
- Joyful & positive

Series
- Low stress
- Colourful & positive

Series
- Low stress
- Colourful & positive

A VIEWERS 60 DAY WATCH HISTORY.

VIONLABS

Content abandoned

Content abandoned

Content abandoned

△ = Abandoned content

● = Completed content

HIGH

STRESS LEVEL

LOW

Content abandoned

Content abandoned

Content abandoned

7 PM   9 PM   11 PM   01 AM
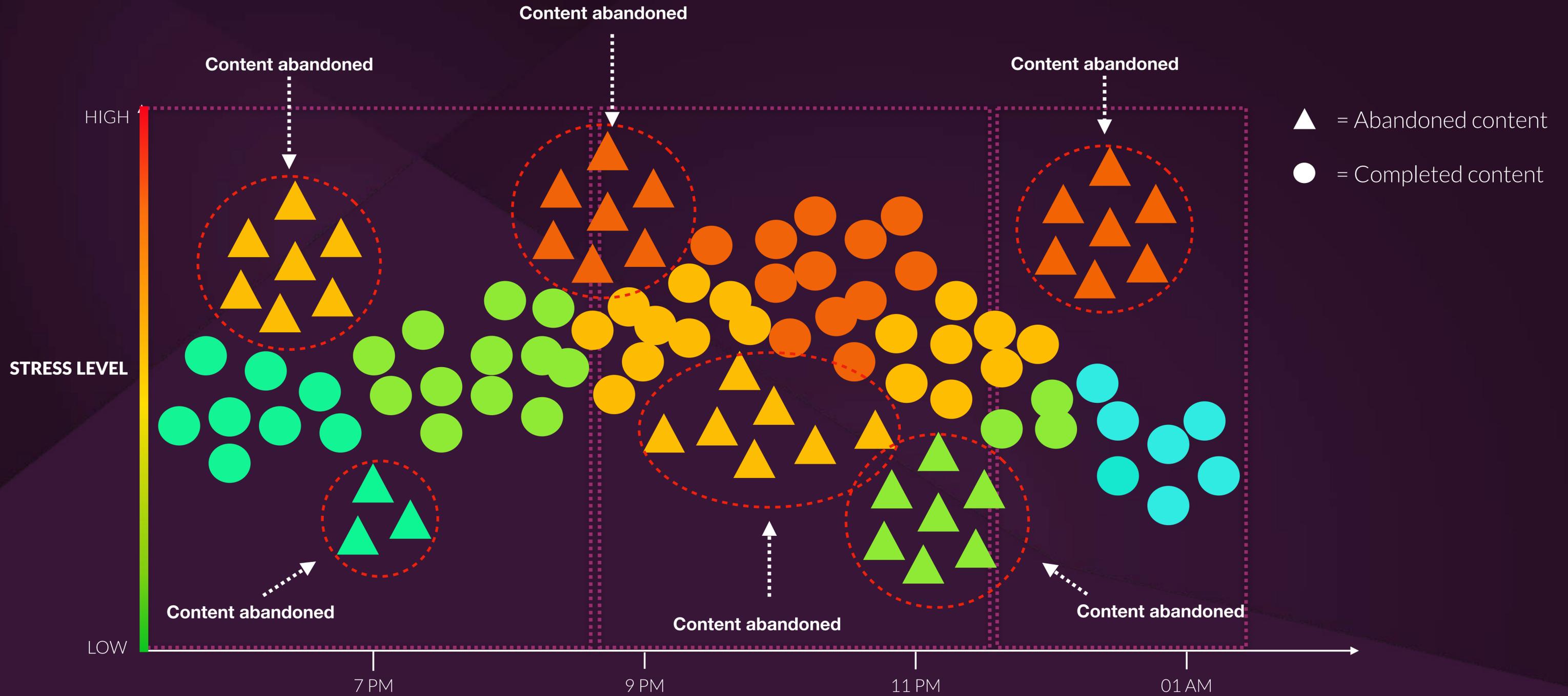
OPTIMAL PATH FOR EACH USER.

VIONLABS

Cluster of similar pieces of content watched during this time slot

Content abandoned

Content abandoned

▲ = Abandoned content

● = Completed content

HIGH

STRESS LEVEL

Personal Lane for optimal stress levels

LOW

7 PM   9 PM   11 PM   01 AM
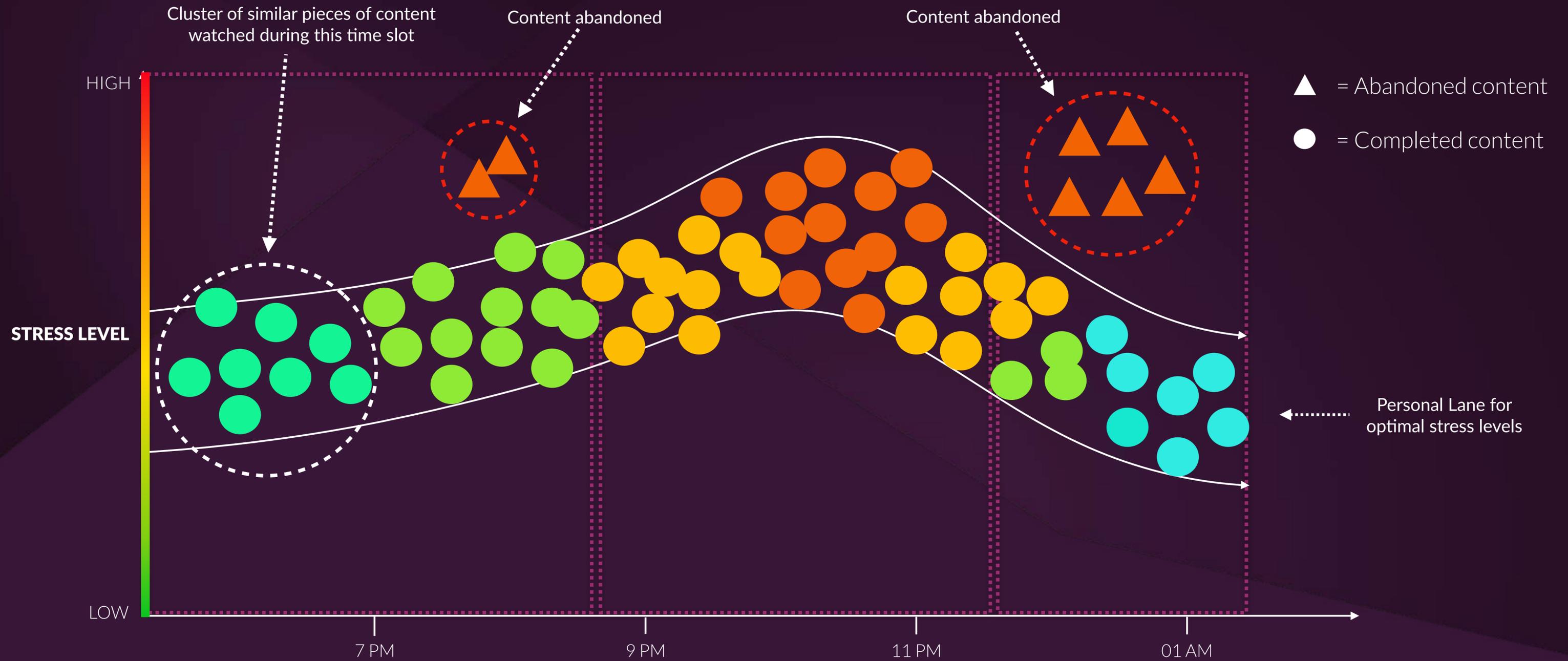
Before Game of Thrones season premier

Westworld
38.7%

Peaky Blinders
52.1%

Handmades tale
51.3%

Silicon Valley
54.4%

Brooklyn Nine Nine
52.5%

WINTER IS HERE

After Game of Thrones season finally

Peaky Blinders
71.3%

Westworld
66.9%

Handmades tale
72%

Silicon Valley
16%

Brooklyn Nine Nine
12.8%

WEEKLY ACTIVE USER
users active in the last week

USERS

May   June   July   August
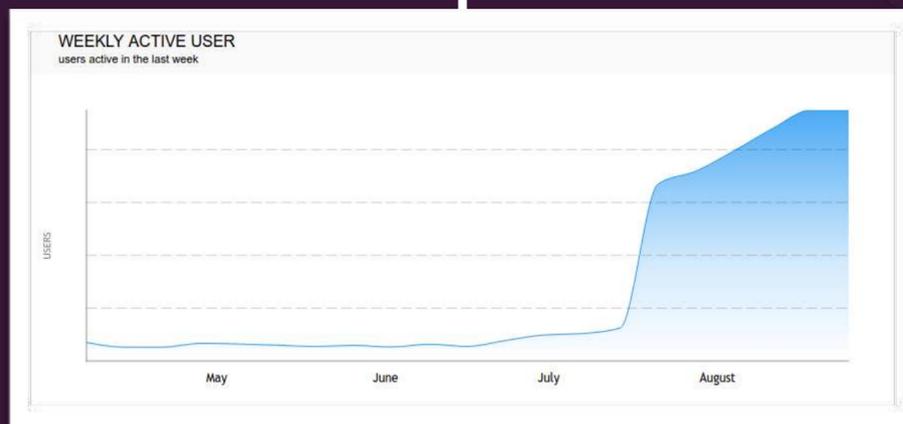
DISCOVERY FROM A USERS PERSPECTIVE.

YOU MIGHT BE IN THE MOOD FOR ?
Automated emotions categorisation of full library creating great way of discovering what mood you are in this evening.
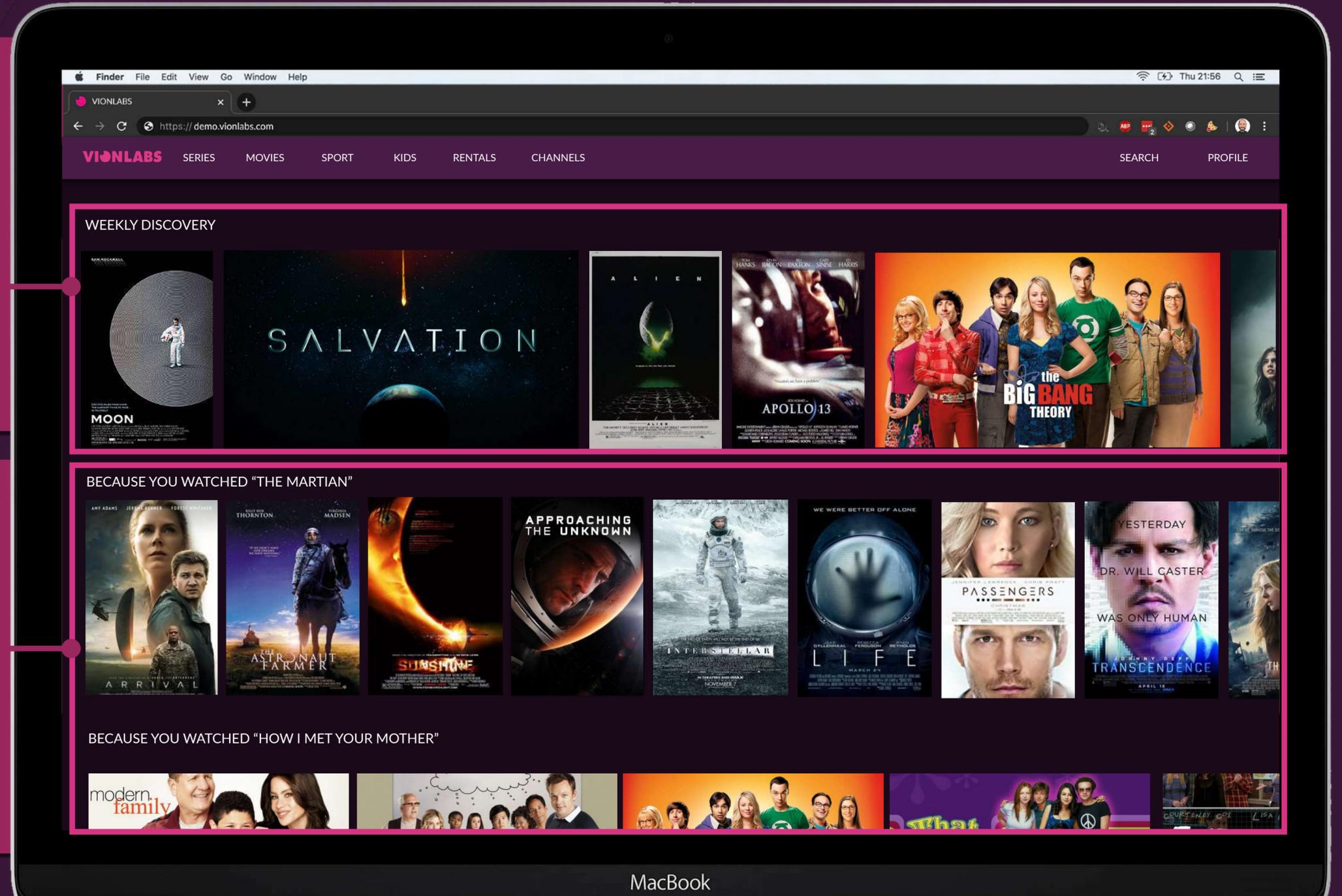
Emotion examples:

Sad	Disgust	Joy	Anger	Fear

VIONLABS   SERIES   MOVIES   SPORT   KIDS   RENTALS   CHANNELS   SEARCH   PROFILE

YOU MIGHT BE IN THE MOOD FOR:

HIGH VOLTAGE ACTION
Based on:
- Fast & Furios — 98
- Kong: Skull Island — 97
- Transformers — 97

Explanation: High Tempo, Anger, Action movies and series

SORROWFUL ROMANCE
Based on:
- Notebook — 98
- Love Story — 97
- A Star is Born — 97

Explanation: Low Tempo, Sad, Romance movies and series

TENSE CRIME
Based on:
- Gone Girl — 98
- Taken — 97
- Wallander — 97

Explanation: Medium Tempo, Surprise, Crime movies and series

LAID-BACK COMEDIES
Based on:
- Cafe Society — 98
- Downsizing — 97
- The Office — 97

Explanation: Low Tempo, Joyful, Comedy movies and series

CHEERFUL ADVENTURE

EVENTFUL REALITY-TV

MacBook

DISCOVERY FROM A USERS PERSPECTIVE.

WEEKLY DISCOVERY
The perfect list for your week, adapt for you and you only.

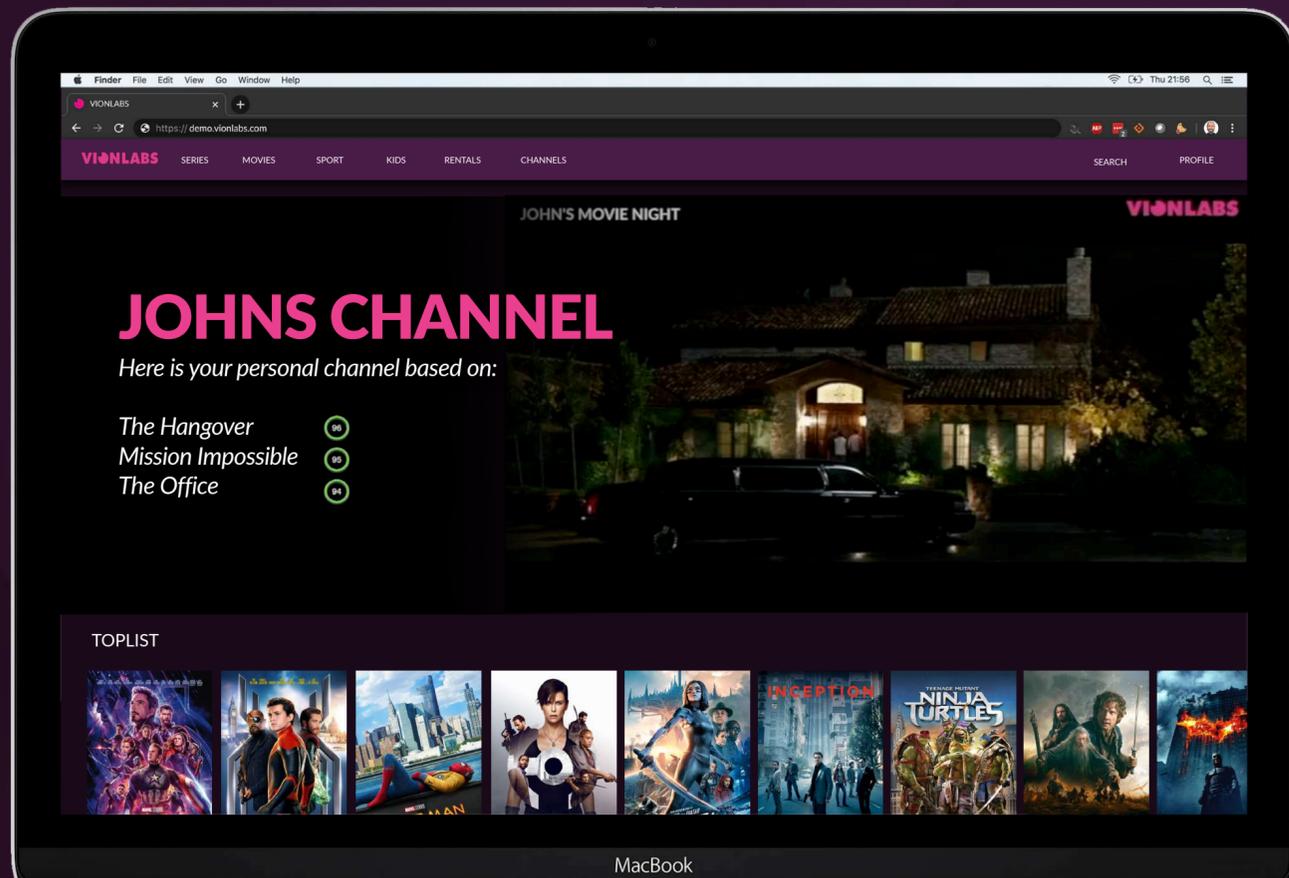- MORNING
- AFTERNOON
- EVENING
- NIGHT

MON TUE WED THU

FRI SAT SUN
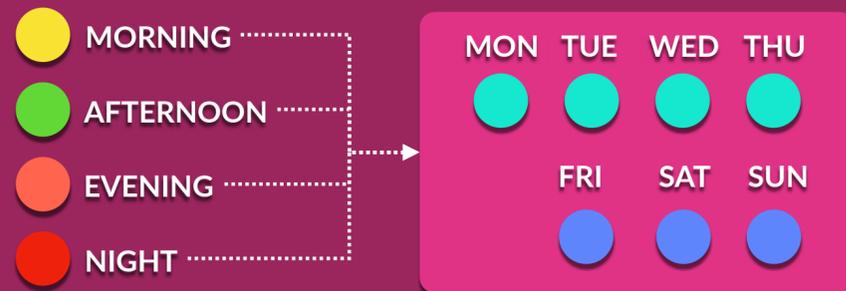
BECAUSE YOU WATCHED
*A list generated as soon as the user views a title. A great and relevant way to present content to new users.*

On-screen browser content:

VIONLABS   SERIES   MOVIES   SPORT   KIDS   RENTALS   CHANNELS   SEARCH   PROFILE

WEEKLY DISCOVERY

BECAUSE YOU WATCHED "THE MARTIAN"

BECAUSE YOU WATCHED "HOW I MET YOUR MOTHER"

PERSONAL CHANNELS BASED ON EMOTIONAL DATA.

JOHNS PERSONAL CHANNEL
Watches more easy going comedies in the afternoon and stressful action in the evening.
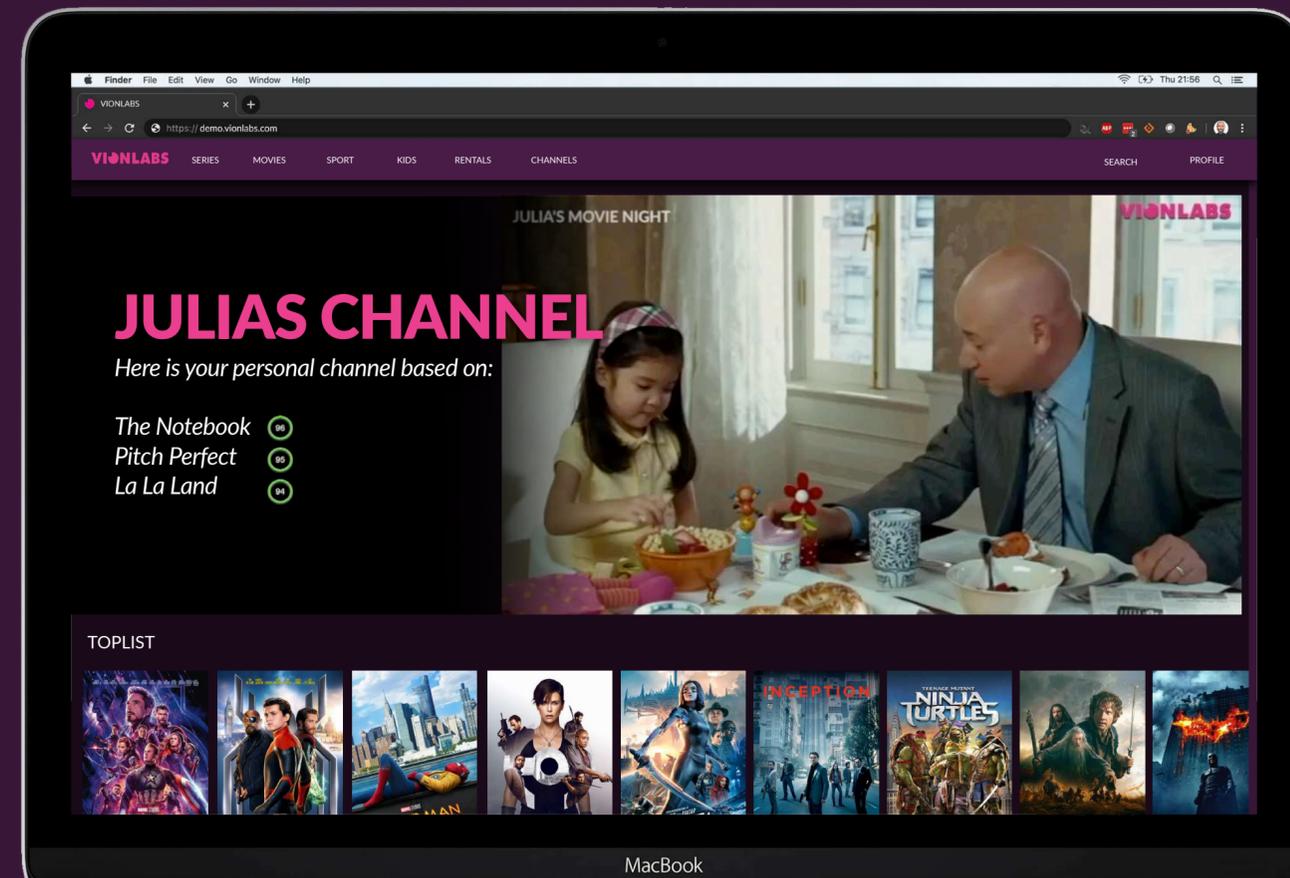
JULIAS PERSONAL CHANNEL
Watches musicals and romance in the afternoon, switching to high stress action and horror in the evening

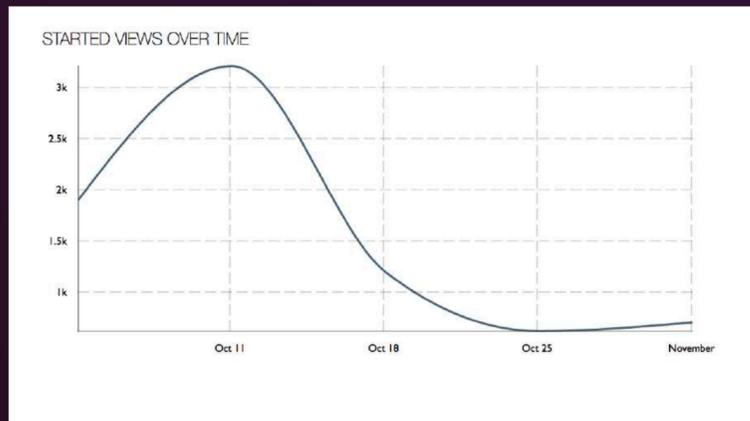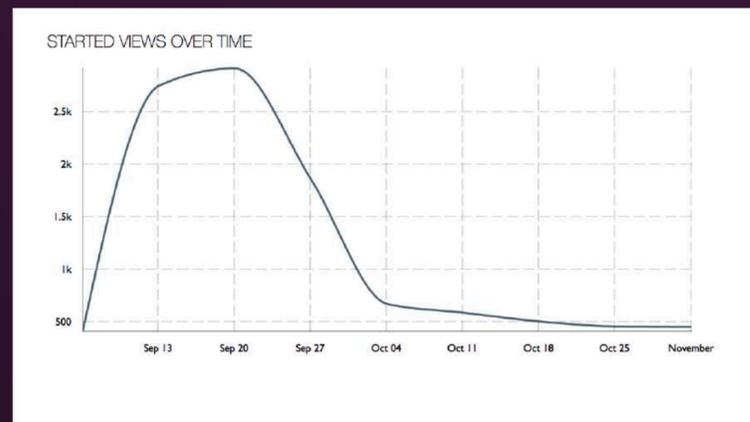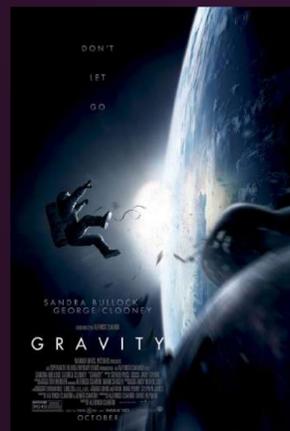# BLOCKBUSTER MOVIES IS NO THE ANSWER.

TOP BANNER CONTENT

Title	Year	Viewers	Completion rate
Gravity	2016	23766	16%
Transformers: Revenge of the Fallen	2015	11236	12%

STARTED VIEWS OVER TIME

STARTED VIEWS OVER TIME

PERSONAL RECOMMENDATION BASED ON EMOTIONAL DATA

Title	Year	Viewers	Completion rate
The Gift	2015	15733	73%
Get Out	2017	22184	79.4%

STARTED VIEWS OVER TIME

STARTED VIEWS OVER TIME
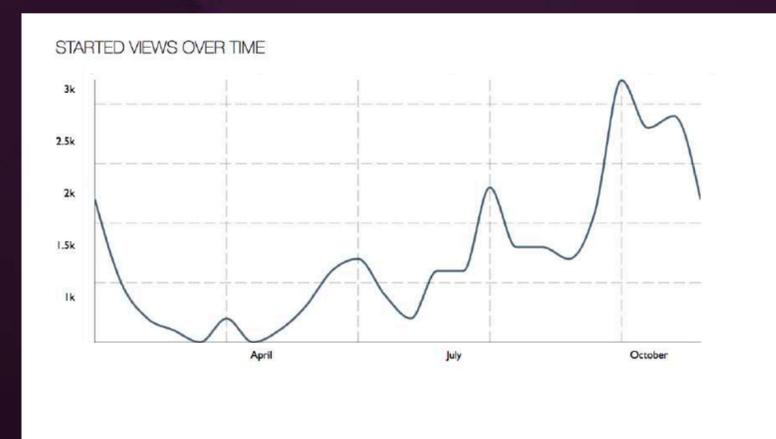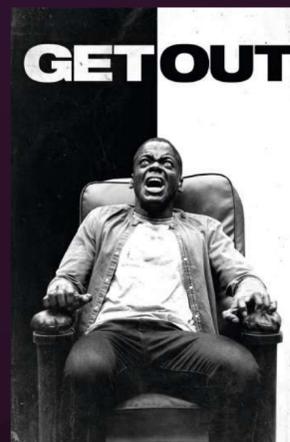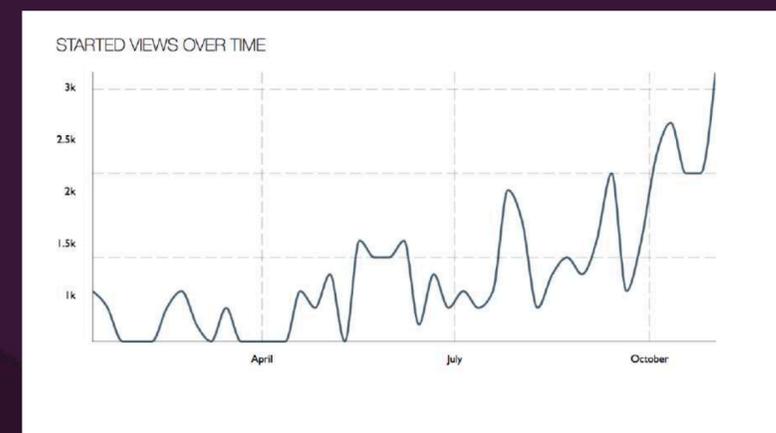
QUEST FOR GREAT PERSONALIZATION.

Enabled use-cases
Sentiment matching of ads
Personalized trailers/pre-views

CHECKPOINT #3

The final walk to hyper-personalization

Enabled use-cases
End-credit recommendations
Weekly discovery
Personalized channels

CHECKPOINT #2

Marrying user data with content fingerprints

Enabled use-cases
Similar titles
Because you watched X
Editorial tool
VAD-time series

CHECKPOINT #1

Solve data quality problem by fingerprinting of library

Starting point
1. ID structure not optimal
2. Data quality issues

WE HAVE TO STOP THE MADNESS.

Netflix accuses its users of watching 500 million hours of Adam Sandler films

Yeah, you

By Kaitlyn Tiffany | @kait_tiffany | Apr 17, 2017, 4:41pm EDT

f 🐦 ↗ SHARE

Apple's las
affordable

Sony's mic
headphone

Netflix's just-released Q1 earnings report has lots of numbers in it. Some of them are interesting and some of them boring, but just one of them reflects on you and me in a way that is deeply upsetting.

Netflix users watched 2 billion hours of Adam Sandler movies, so now we're getting more

By Kelly Woo

Published: 23 days ago

A lot of people watched Murder Mystery ¯_(ツ)_/¯

f 🐦 🔴 📌 ✉ 💬 Comments (0)