

# Put your video service at the center of content discovery

Today's video content landscape continues to fragment. With the proliferation of OTT services augmenting traditional Pay TV and Broadcast offerings. Between the US, UK & EU the number of VOD services grew from 2,270 in 2017 to 3,015 in 2020; 32% growth over 3 years. Your customers now have greater choice, but content discovery is ever more challenging. With aggregation a key trend in the pursuit of a great user experience, "Where to watch" should be the last step in a unified discovery journey not the first. Providers who can position themselves at the center of a viewer's content discovery experience will have a definite advantage in the landscape of today. Ultimately attracting new users, improving retention, and accessing new commercial opportunities.

## Unify content from across catalogues

There's more great content to enjoy than ever before. Content owners are churning out TV series with production values that resemble blockbuster theatre releases. But finding that content is all too often painful. Hopping from app to app in search of that one title is certainly not what consumers expect in this day and age.

In the media and entertainment industry, particularly on the supply/distribution side, content owners and Service Operators must offer a consumer-friendly solution to help navigate this disjointed landscape. Clearly, content aggregation—aka super aggregation—is the most effective approach for solving this overwhelming "inventory" problem.

### Enabling content aggregation

Go.Aggregate is a metadata product that allows you to effortlessly combine multiple service provider catalogues into a single enriched dataset. It does this through integrations with multiple sources of metadata from yours and your partners, to those of Synamedia partners and 3rd parties. Aggregated in a powerful data pipeline that cleans, corrects, enriches and connects assets ready for next generation content discovery.

Offering Go.Aggregate as a SaaS product removes this burden from the plate of your often stretched technical teams and allows them to focus on your core business. All the while, future-proofing your metadata pipeline and allowing you to power content discovery experiences that truly delight your users.

Deploying Go.Aggregate allows you to reduce development and operational overhead and improve your service to win and retain users. Engage partners in the ever-changing commercial landscape of video entertainment to expose new revenue opportunities and prove you are not in a zero-sum game.

## Highlights

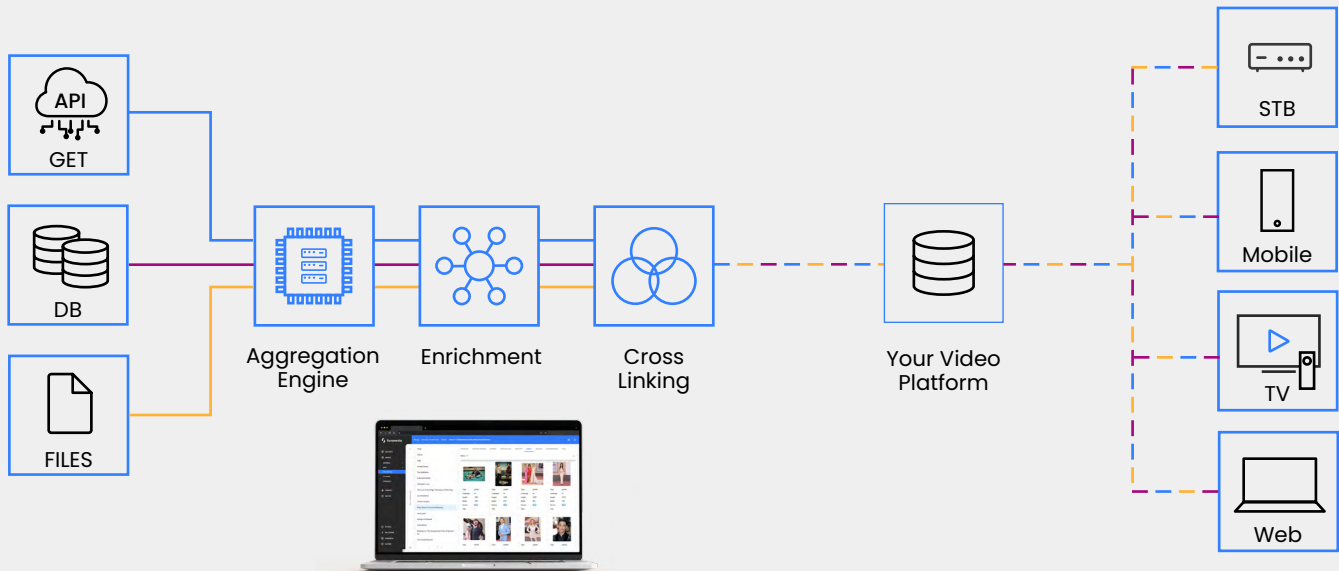
- Forget concerns around technical complexity of aggregating multiple data sources
- Futureproof your video service
- Provide your users with a seamless content discovery experience
- Unlock commercial opportunities



## DATA INGEST

## MATCH, MERGE AND ENRICH

## EXPERIENCE



## Enabling Aggregation

Combine multiple metadata providers together with external data sources and create a unified data set to ingest into your platform.



### Ingestion

- **Import Source Data** – Typical data sources: API, S3, Database; Typical formats: JSON, XML, CSV.
- **Transform to Data Models** – Map the imported data to our internal data models. Resource types: Shows, People, Services, Tags & Locations.
- **Load to Database** – Update data to a partition in our PostgreSQL database.



### Matching and Merging

- **ID Matching** – Records are grouped using a shared namespace across data sources.
- **AI Matching** – A vector representation is calculated for each record, based on available metadata attributes, that is used for matching.
- **Merge Records** – A combined record is created using rule-based merging to create the best possible result.



### Enrichment

- **Image Selection & Tagging** – Determine the best image for your applications based on a set of rules applied during data enrichment.
- **Names Entity Recognition** – Create tags for content cross-linking by extracting places, people, themes and more from content descriptions.
- **Metadata Localization** – Add local translations, content ratings and availabilities. Filter content for local sensitivities and restrictions.

## About Synamedia Content Discovery Solutions

With a comprehensive portfolio of products serving customers in the world of video entertainment, Synamedia Go and Synamedia Go.Aggregate enable streaming services to deliver advanced content discovery experiences. Foundational to content discovery is great metadata and that's what Go.Aggregate delivers. Go.Aggregate can be deployed standalone or as an optional add-on module to the Synamedia Go streaming platform.

## Next Steps

Learn more about **Synamedia's Video Platform Solutions.**

For more information, **contact us.**