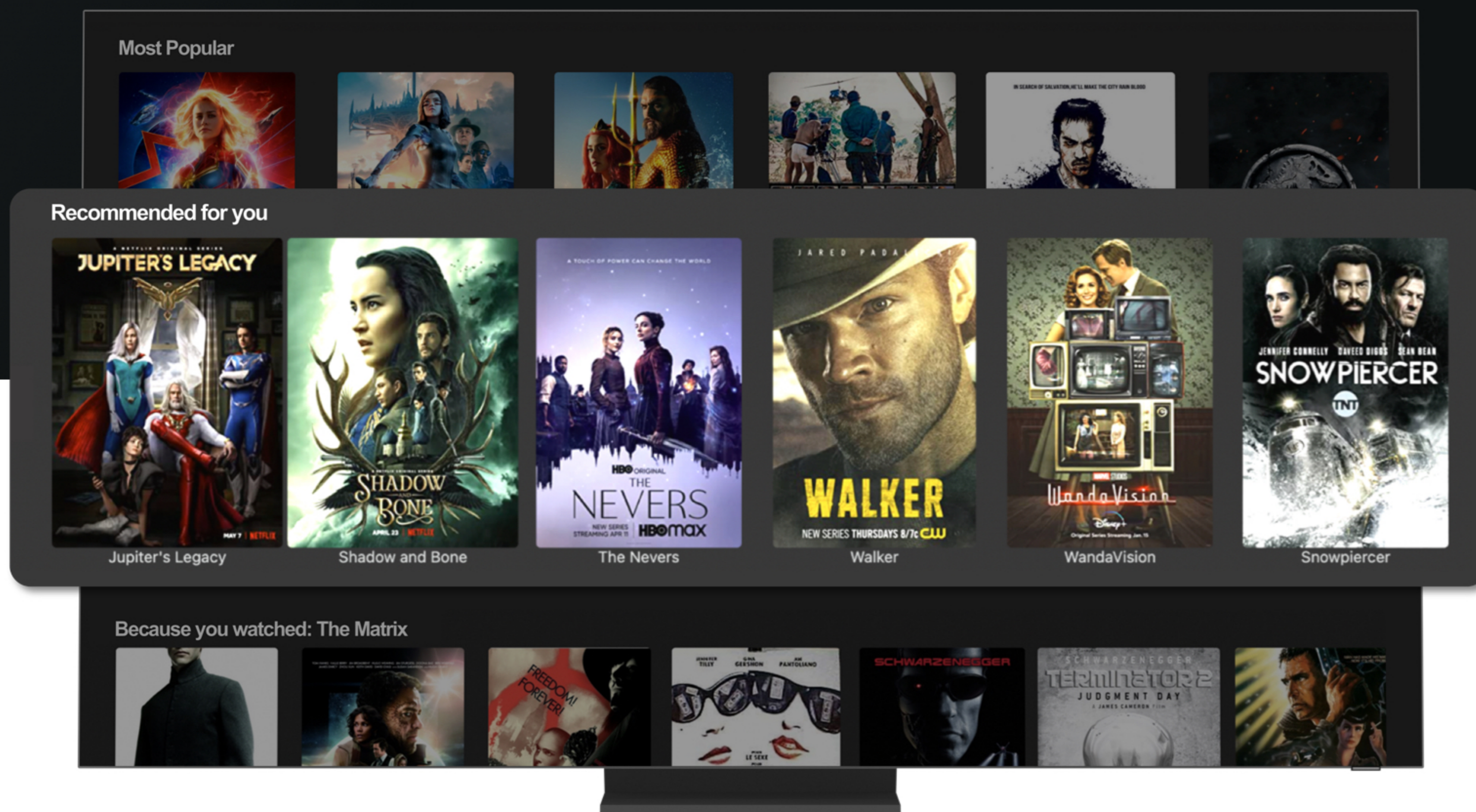## Not just another black-box recommendation engine

Accelerate progress on your streaming targets with data-driven personalization from 24iQ

What do your streaming KPIs look like?

• Reduce churn (ARPU)

• Increase advertising revenue (CPM)

• Get viewers watching for longer (Dwell Time)

• Encourage return visits (Session Count)

• Monetize more of your content (ROI)

Personalizing your user experience is a proven way to deliver on all these goals, even for smaller and new streaming services. But you need to get it right. That means putting data-driven decision making at the heart of your entire customer journey. The 24iQ personalization platform gives you the flexibility to achieve that goal.

24iQ is an out-of-the-box, engagement-boosting technology platform that harnesses advanced algorithms and Artificial Intelligence to supercharge content discovery, customer loyalty and user satisfaction. It's proven to drive longer watch times, more repeat visits, lower churn, and views for more of the content you've invested in.

Fast to deploy and ideal for OTT, Broadcast, FAST and Pay TV streaming services of every size, 24iQ comes with a wide range of built-in recommendations models. But we don't believe in one-size-fits-all or black box personalization. With 24iQ, you can get hands-on, building and refining your own data models with our guidance. Or you can go completely hands-free, leaving our expert data scientists to select the models that best suit your needs. Either way, you get the personalization solution that's right for you.

Why choose 24iQ?

Fast

Out-of-the-box personalization models for rapid deployment

Flexible

Designed for full configurability to meet your specific needs

Easy

API solution suitable for use with any streaming platform

Any language

APIs are language agnostic & suitable for multilingual apps

Any content

Ideal for use with movies, TV series, sports, articles, and more

Any business model

Optimized for SVOD, AVOD, FAST, & broadcast streaming services

The benefits our customers see using 24iQ

Data from streaming services that use 24iQ suggests users who interact with our personalized recommendations will exhibit:

↑ **276%**

Longer duration of SVOD subscription

Subscribers who interact with recommendations take 276% longer to churn than those who don't

↑ **340%**

More content watched per user

New users who interact with recommendations go on to watch 340% more in month 1 than those who don't

↑ **25.2%**

More visits per AVOD viewer

New AVOD users who interact with recommendations make 25.2% more visits in month 1 than those who don't
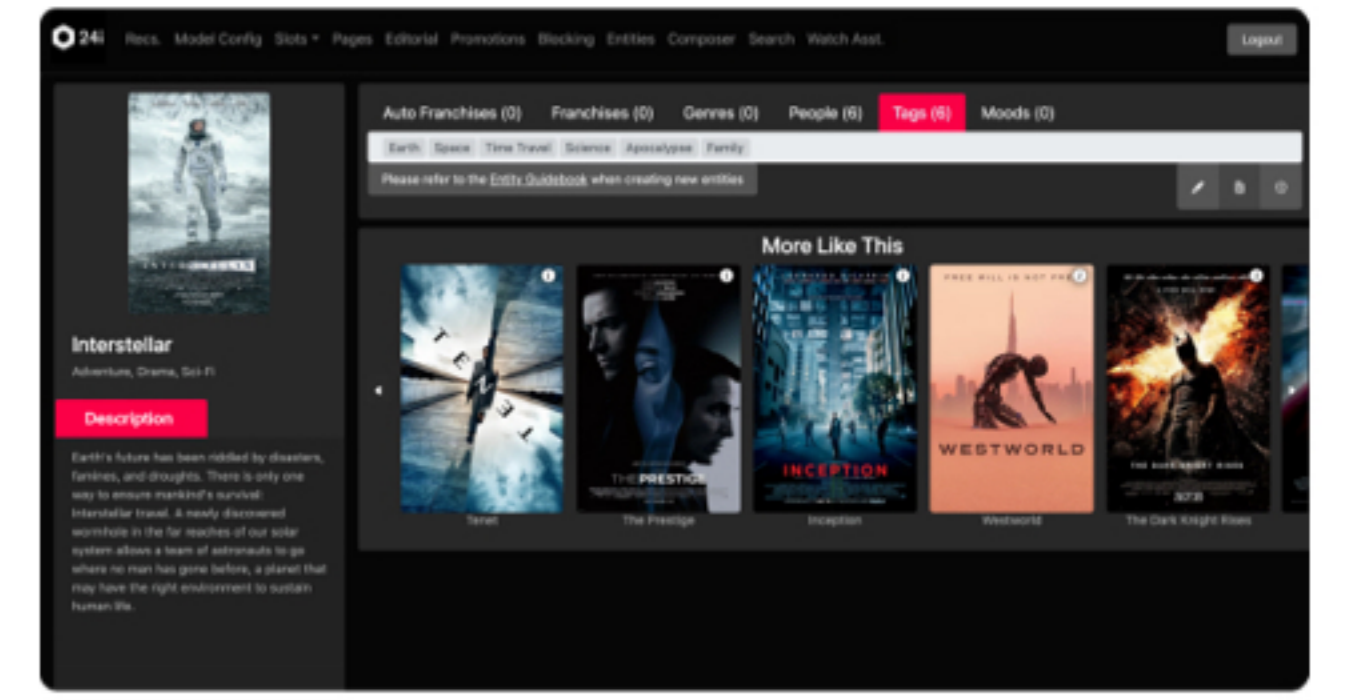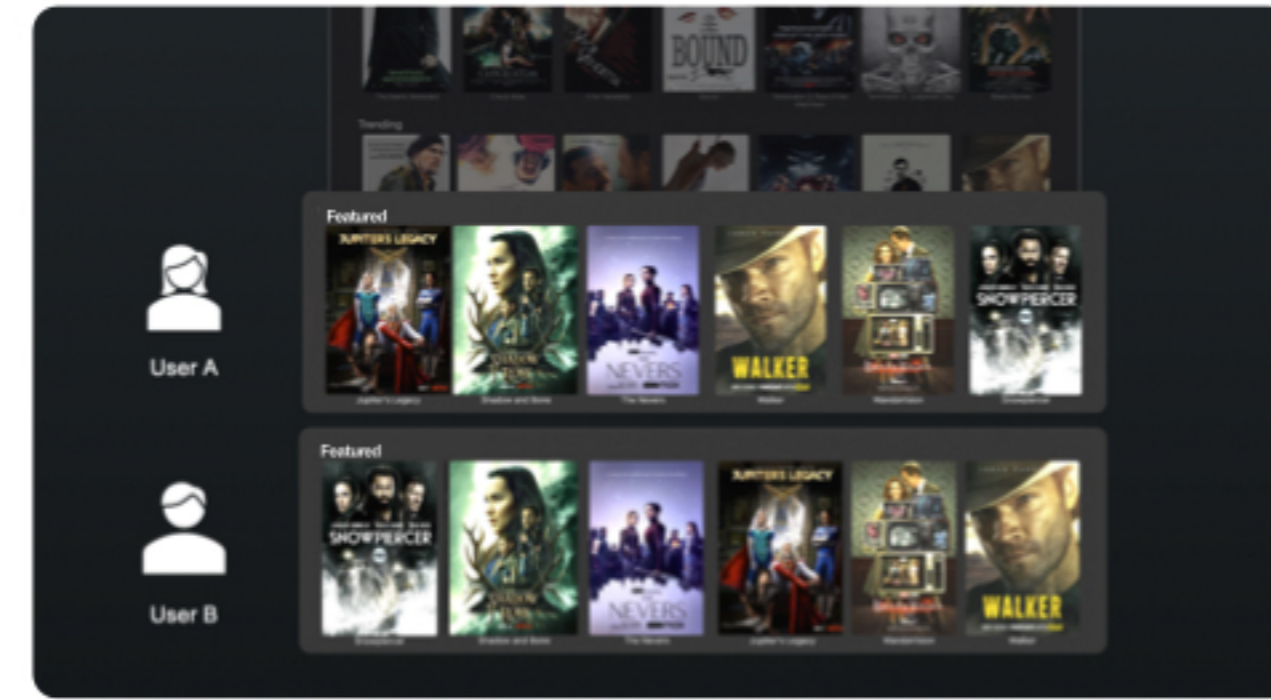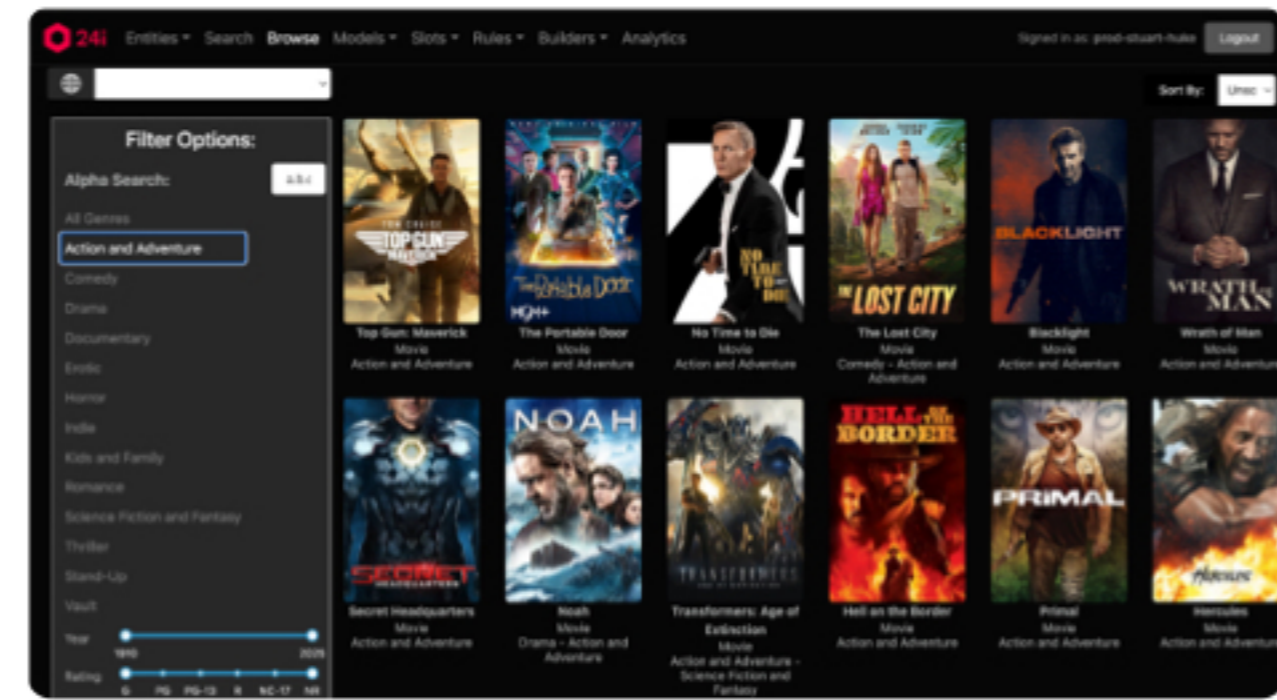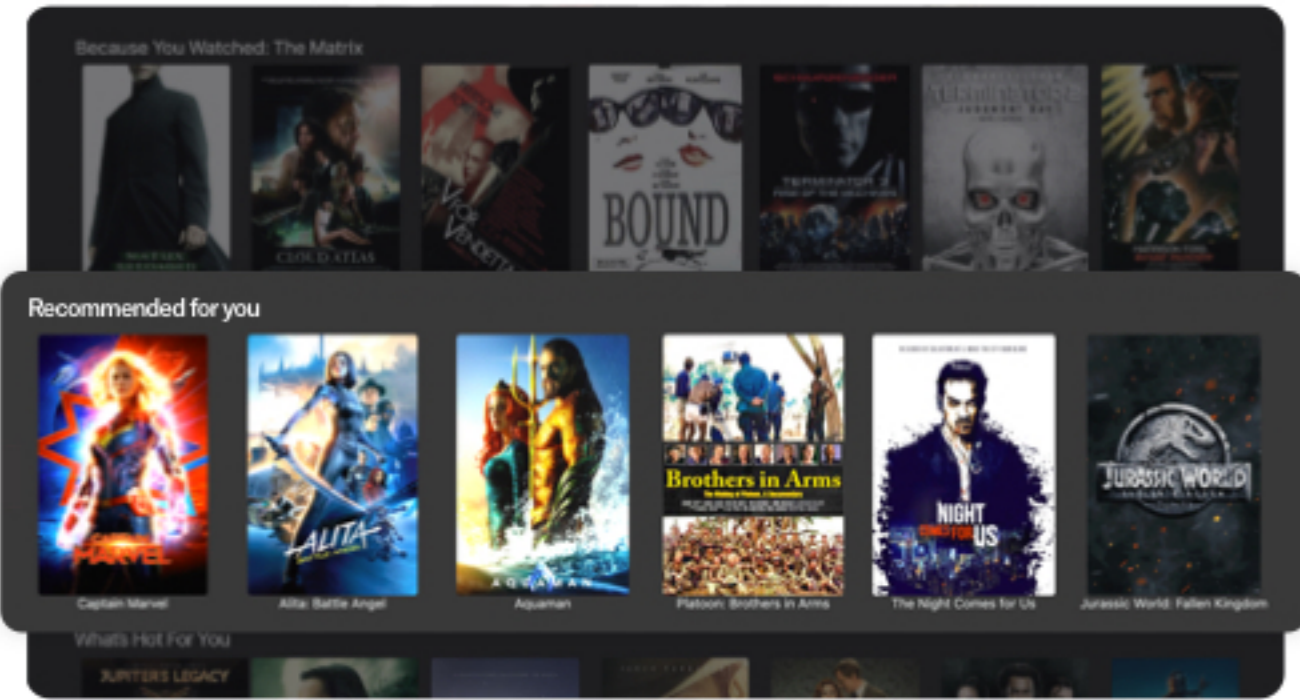
↑ **54%**

More visits per SVOD viewer

New subscribers who interact with recommendations make 54.2% more visits in month 1 than those who don't

24iQ Capabilities

User Recommendations

Drive content discovery with recommendations based on metadata associations and user behavior per account/user profile.

Mix and match from 24iQ's built-in models:

• **Recommended For You**

• **More Like This**

• **People Also Watched**

• **Because You Watched**

• **Trending**

• **Most Popular**

• **Latest**

• **AI-Derived Collections**

Customize models yourself in our portal, or engage our experts to do it for you.

Intelligent Search

Surface more of your content to maximize viewing opportunities.

Give users a content suggestion, even when there's no exact match for their search term:

• **Innovative search** by mood, theme, franchise, etc.

• **Popular search** e.g. "People also searched for…"

• **Personalized search** to prioritize results matching the user's tastes

• **Related Search** suggests content similar to the search term, ensuring better content discovery

UX Personalization

Maximize play conversions and engagement with a hyper-personalized UX that applies user behavior data to enable:

• **Dynamic ordering** of content within a lane to suit user tastes

• **Smart app layout** that moves lanes on the page to suit user tastes

• **De-prioritize watched content** to encourage further viewing

• **Duplication management** of content across lanes to optimize app space

• **Active promotion** of flagship content

Metadata Enhancement

Enrich your metadata to drive better search, recommendations, and CPM. Upgrade every user journey with cost-effective data enrichment:

• **Automated creation** of additional metadata (keywords, tags, etc.)

• **AI matching** of content to moods and themes

• **Metadata restructuring** into effective genre & subgenre frameworks

• **Extracting data from video** using AI

• **Image generation** to drive personalized thumbnails

Your goals:
Drive ad revenue, reduce churn, build loyalty, encourage repeat visits

How 24iQ can help:
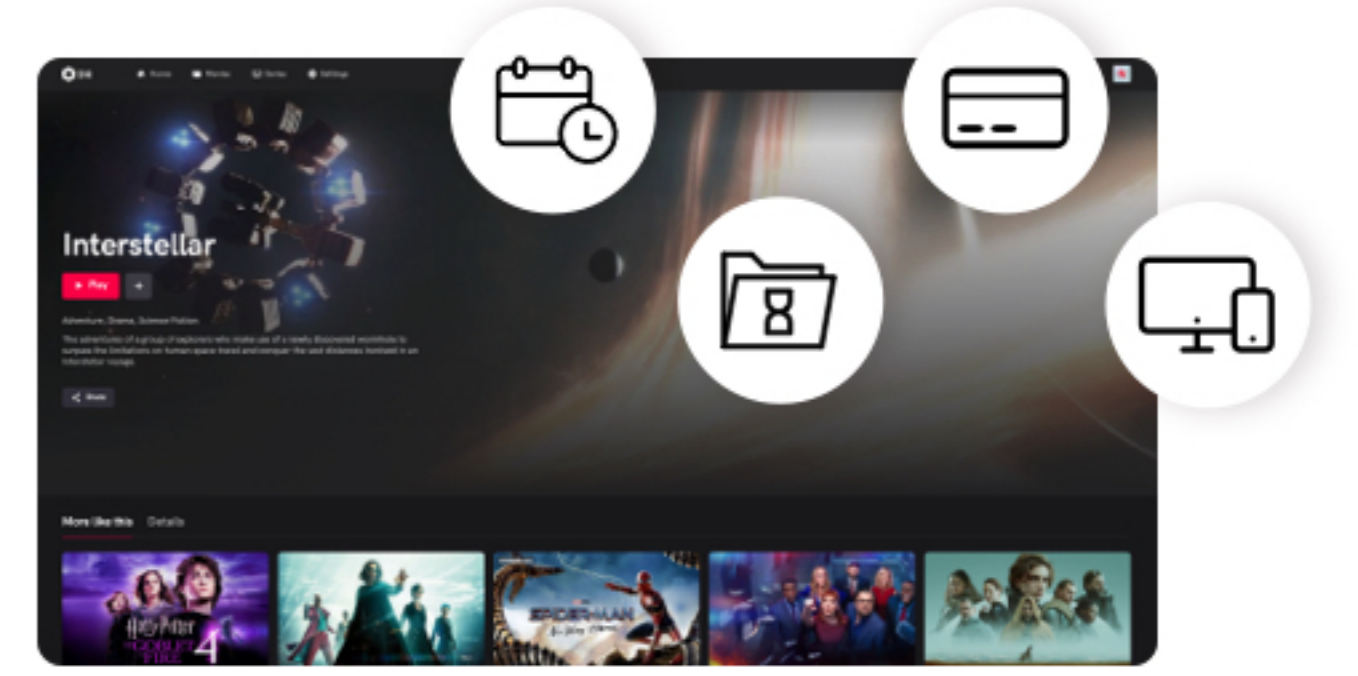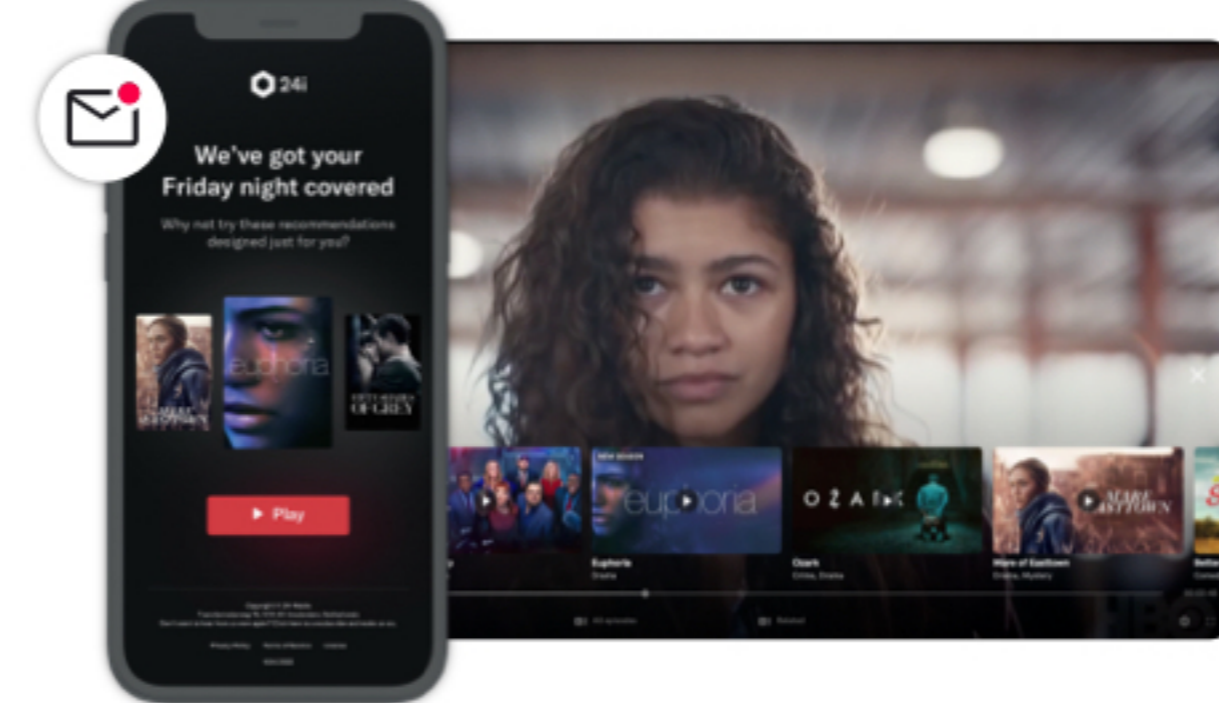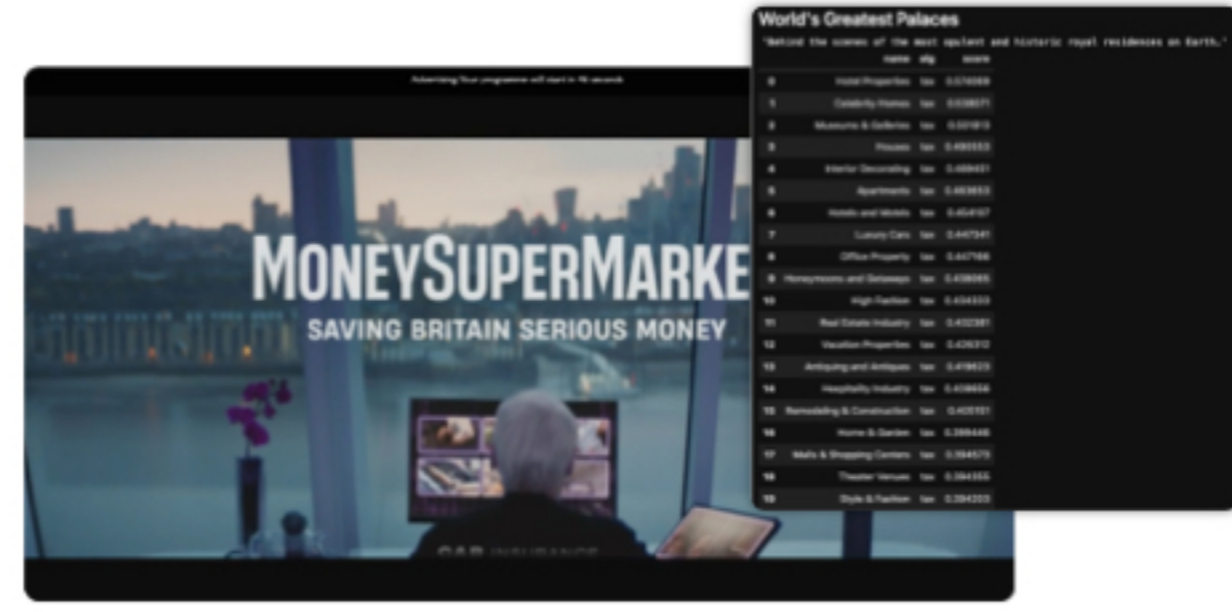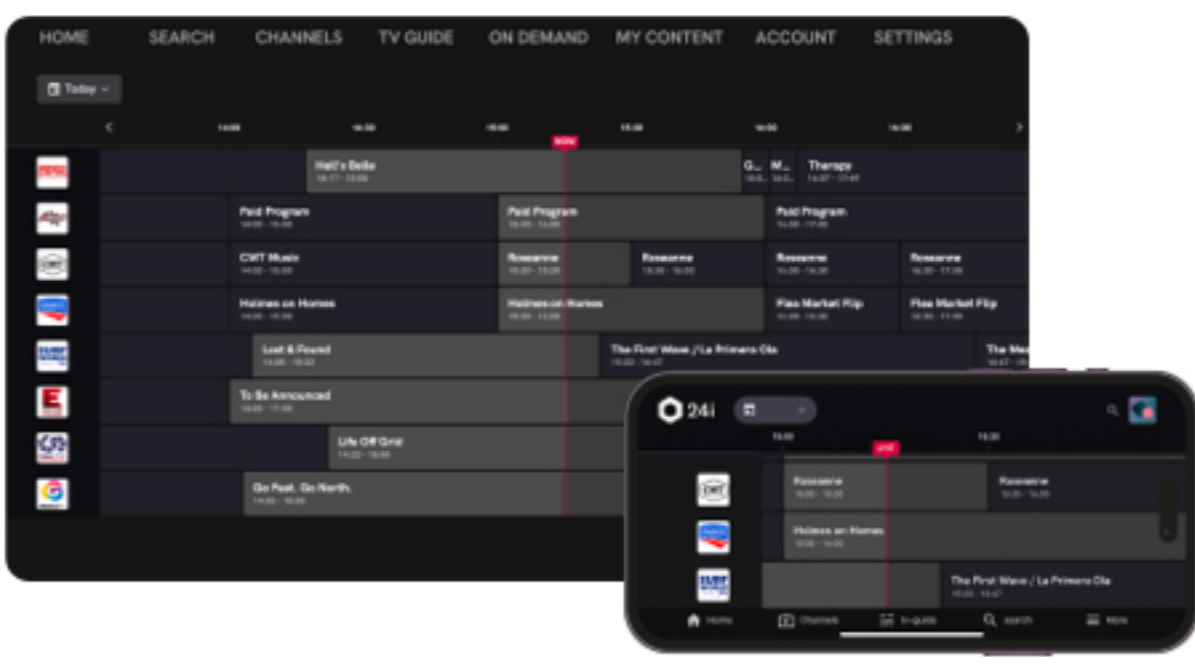
FAST Personalization

Layer personalization onto channels from a variety of leading FAST technology providers to encourage content discovery.

Use 24iQ to:

• **Create personalized FAST channels** based on user preferences

• **Personalize your FAST EPG** to prioritize a user's likely favorites

• **Effectively combine FAST and VOD** content in a unified, D2C UX

Personalized Advertising

Connect 24iQ's APIs to your advertising provider to sync user behavior data with ad inventory for a higher CPM.

• **Optimize CPM by** matching content to advertising taxonomies and user data

• **Identify cohorts of users** for higher value personalized ads

• **Create business opportunities** as you identify content that's ripe for advertising promotions

Personalized Messaging

Integrate personalized content recommendations into every part of your end-to-end customer journey including:

• **Personalized emails** with "recommended for you" suggestions

• **Tailored push notifications** reminding users to continue watching or check out something they'll like

• **Marketing intelligence** that identifies the optimum time to message a given user

User Intelligence

Make the most of the valuable data held in your apps.

Use 24iQ's APIs to extract information and inform your business strategy:

• **Capture and report** dynamic variables about user behavior

• **Connect external services** to create a central data store on users

• **Extract variables** for client-side projects: brand messaging, ads, anti-churn, etc.

MGM+

"We've been delighted with how the 24i team has worked continuously with us to generate meaningful recommendations for each customer. It has been an effortless and pleasurable experience to integrate with them.

Sacha Stanton, CTO at MGM+

Get 24iQ your way

The 24iQ personalization platform is available in three flexible flavors:

24iQ Essentials
A great place to start on your personalization journey

Built-in to 24i Mod Studio, our streaming platform that offers off-the-shelf solutions for OTT, Broadcast and Pay TV so you can be data-smart from day one.

24iQ Advanced
Perfect if you're ready to embrace deeper personalization

Pre-integrated with our off-the-shelf solutions, combining built-in data models with expert services.

24iQ Enterprise
Integrates via API with your existing streaming platform

Customize your package of capabilities and add expert professional services to meet your needs.

24iQ: A Platform That Adapts To Your Needs

API Technology

Connect to our **robust, scalable and easy-to-use** APIs to add the benefits of 24iQ to your streaming service **within days.**

Powered by AWS in multiple regions, 24iQ is fully **resilient and reliable.** Cache layers and results fallbacks are used to ensure a personalized experience every time, even in the unlikely event of a platform outage. 24iQ's APIs are pre-integrated with 24i Mod Studio but you can also use them with any streaming platform. The average integration time to live is under 30 days.

Management Portal

Take control of your personalization when you want with our **easy to use** interface for configuring and visualizing data models.

The 24iQ portal is your **personalisation playground.** Select **pre-built models** for fast and easy deployment, then adjust them to make **bespoke models** for maximum impact, or leave the heavy lifting to us. It's easy to configure **business rules** and **visualize the results** before they go live with our per-user UX preview.

A/B Testing Engine

Test, learn and improve in a structured environment that helps you **map and influence user behavior** to achieve your goals.

Model different approaches and personalisation experiences with our A/B test engine. You get complete **flexibility and control** to define how many users experience each approach within statistically significant volumes. All A/B tests are supported with comprehensive analytics to **measure success** of every test.

Analytics & Insight

Track the performance of your streaming service, from top level KPIs to **detailed insight** into the behavior of users and segments.

Delivered through always-on, **easy to use dashboards** and a **flexible data export API,** 24iQ **data insights** help you understand what's happening on your service to inform better decision making. Connect 24iQ data to your existing business intelligence tools to influence business modeling and marketing strategy.

Professional Services

Rely on our **team of expert data scientists** to support you just as much as you need as your business requirements change.

If you need help to get started with personalization, our experts will help you get the most out of the 24iQ platform. But you can also transition over time to a fully **self-service** approach if your in-house team wants to get hands on and customize personalization models via the 24iQ management portal.

Pre-integrated Apps

Personalize your apps from day #1. Selected 24iQ features are **pre-integrated with our white label apps** for broadcast & OTT.

Too many streaming services see personalization as a "nice to have" for the future. At 24i, we know it's an essential from day one of your streaming journey. That's why **24iQ capabilities feature as standard within 24i Mod Studio,** our end-to-end video streaming platform. We help you get it right from the start.

Learn more about the benefits of personalization in our e-guide, **Four Ways To Up Your Streaming Game**

Or **contact us** for more information and a 24iQ demo.

Get The E-guide