



ADB's graphyne2 embraces personalized recommendations through partnership with ContentWise

- graphyne2 integrates personalized recommendations from ContentWise to reduce churn and increase ARPU
- Partnership with ContentWise will equip ADB pay-TV customers with the tools required to compete against OTT rivals

28th July 2016– Geneva, Switzerland - ADB, a leading provider of solutions and services for media convergence, has today announced that it has partnered with ContentWise, the personalization, discovery, analytics and metadata expert, to integrate personalized recommendation capabilities into its recently launched next-generation personal TV software platform, [graphyne2](#).

The newly launched graphyne2 platform, which is due to be debuted at IBC 2016, is a feature-rich client device and backend software platform, optimised for pay-TV network operators and service providers. Through integrating ContentWise into the platform, graphyne2 is able to provide a fully personalized, intuitive and user-friendly UX, enabling quick and easy access to content.

By integrating the ContentWise software into the graphyne2 platform, operators are able to utilize the sophisticated ContentWise content discovery solution, and provide accurate relevant recommendations based on algorithmic and social data, predictive browsing, and contextual awareness.

"With graphyne2, from the moment the viewer switches on the TV, they are presented with their personalized highlights of the day, which begins the immersive, personal experience from the outset. Integrating this feature into the graphyne2 platform is a vital component for our customers, who know that to engage viewers and ensure ongoing loyalty, it is imperative that the TV they are watching is truly theirs, and that the recommendations they receive are relevant and personal." said Wojciech Doganowski, VP Product Marketing, Personal Solutions.

"With graphyne2, ADB designers and engineers have started from the core idea that user experience, in modern pay-TV and OTT services, should build upon personalization and content recommendations" added Pancrazio Auteri, CTO of ContentWise. "This partnership with ADB is a great fit. Configurable and flexible personalization, built into graphyne2, allows pay-TV operators to find the perfect balance of UI automation based on machine learning and editorial content curation."

PRESS RELEASE



According to recent research from Parks Associates, over [60%](#) of U.S. broadband households have at least one OTT video service subscription, while Gartner states that by 2019, up to 50% of households will not subscribe to any pay-TV services, and will rely wholly on over-the-top (OTT) based subscription VOD, and free online video. As such, it is vital for pay-TV operators to make additional efforts to maintain their dominance in an increasingly competitive market.

For rich live content and distribution via low-cost mass-reach delivery methods, pay-TV continues to have the edge over its OTT rivals. Despite this, the presentation of content to viewers is still a challenge where pay-TV needs to improve. OTT services are leading the field with modern, accessible user interfaces, while pay-TV often continues to display content via a schedule format, which does not accurately reflect how viewers consume content. Through graphyne2's immersive and flexible UX, with comprehensive and personal recommendations from ContentWise at its core, pay-TV operators are able to create an entirely intuitive interface, which allows consumers find the most relevant content with ease.

graphyne2 and the graphyne2 second screen application will be available for demos at IBC, in Hall 5, on stand 5.B60. The ContentWise Content Personalization System will also be available for demos in Hall 14, stand 14.K05.

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About ADB

ADB is Connecting Lives and Connecting Worlds with innovative solutions for personal and business TV and Internet of Things (IOT). We understand how the Connected Age is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customer's to build successful businesses and deliver the connected experiences consumers crave. We know what success looks like because we are empowering some of the world's leading content distributors, pay TV and broadband operators including A1 Telekom Austria, Border States Electronic, Canal Digital, Cox, Graybar, NC+, Swisscom, Telecom Italia, Telefonica, Telenet, Time Warner and Vodafone.

ADB has a passionate and dedicated team of over 550 people, including a 350 strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.

For more information, visit www.adbglobal.com

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About ContentWise

ContentWise is a leading personalization, discovery, analytics and metadata expert for Pay TV, OTT, VOD and streaming operators. Its content personalization software and solutions enable operators to delight viewers and meet business goals, with a combination of data-driven personalization, editorial curation and the kind of advanced targeting capabilities used by the most successful online retailers.

ContentWise customers include maxdome, Mediaset, Sky, TIM Brasil, TrueVisions and leading operators worldwide. Learn more about ContentWise at www.ContentWise.tv and @ContentWisetv.