

Maximize Relevance With Hyper-Targeted FAST Channels

Reduce the burden of choice for viewers by providing personalized playlists and channels, based on their viewing behavior, likes and interests. Only populate with content that your viewers will love, eliminating the need to search for what they want to watch.

Why Agile Content and XroadMedia?

- ✔ Relevant and meaningful content with instant personalization, from the first watch event for cold start users.
- ✔ Flexible ingest process, making it possible to mix live-TV, recorded content and VOD assets and present it in a highly personalized playlist or channel for a true lean-back experience.
- ✔ Reduce Carbon-footprint and channel origination costs by a factor of >20. Encode once - no live encoding needed!
- ✔ Low and elastic costs: using cloud and orchestration, the platform resources are adapted to current needs with no costly idling capacity.
- ✔ Enables service providers to create a hyper-targeted FAST experience – personalizing the channel lineup, and content within FAST channels as well as serving targeted advertising!

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“We at Vodafone, Sýn are determined to improve the viewer experience for our customers and the related business models we manage. Improved, targeted and personalised experiences are essential for both our business and our customers.”

Páll Jónsson, Director Technology,
Operation & Transformation Media, Sýn



“In today’s crowded market, viewers are struggling to find the content they want to watch and services are fighting for their loyalty. This is why we are super excited to work with Vodafone Iceland and Agile Content to bring one of our main innovations, personal channels and playlists for video content, to viewers. Delivering highly bespoke experiences to audiences will help drive subscriber loyalty and user engagement even further.”

Adolf Proidl, Co-founder and CEO,
XroadMedia



“Creating channels in the compressed and segmented domain opens up exciting possibilities to offer viewers a more engaging and lean-back experience. It’s a fantastic way to expand the value of live events, providing VOD content that matches their interests and preferences, both before and after the event.”

Johan Bolin, Chief Business Officer,
Media & Broadcast, Agile Content

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agile content

Agile Content is a leading provider of digital TV/OTT and video delivery solutions, offering a comprehensive end-to-end portfolio of scalable products, SaaS applications, and cloud-based services for telecom, media and enterprise. The company's award-winning FAST solution, is based on proven virtual channel creation technology from Edgeware.

- ✔ API-based and open solution - no lock-in.
- ✔ Flexible ingest process enables seamlessly mixing live feeds, recorded content and “true” VOD assets.
- ✔ No live encoding needed – encode only once, reducing Carbon-footprint and channel origination costs by over 20 times.

www.agilecontent.com

xroadmedia

EVERYTHING IS PERSONAL

XroadMedia delivers ground-breaking personalization and content discovery for media and entertainment service providers. The solution drives user engagement to allow service providers to increase their growth in returning visits, time in app and more KPIs to deliver an uprise in revenue whilst reducing the likelihood of churn.

- ✔ Eliminate the process of searching and deciding the content users want to watch.
- ✔ From the first user interaction, provide the right positioning of channels, content within channels and create personalized channels to create the most engaging user experience.
- ✔ Monetize every aspect of the FAST experience – from entertainment to advertising – based on the behavior and interests of households and individual users.

www.xroadmedia.com