

# Business is Personal

Drive results for your business with personalization.



In a competitive environment, streaming, operator and broadcaster companies need to be agile to keep up with the industry trends. XroadMedia's AI solution provides hyper-personalization to over 200 million users and enables you to be top of the market.

## Full Editorial Control

Offer a highly-personalized experience for your users where you can control every aspect of the content you show.

## Targeted Advertising

Identify the content that can be used in campaigns that resonate with your audience or align ads to what viewers watch on FAST and Connected TVs.

## Personalized Upsells

Only offer upsells when you know a user will be highly interested. Add the motivation to upgrade without annoying your user base.

## Content Acquisition

Gain deep insights into what kind of content your audience is looking for. Find out which content is likely to keep your users, particularly those at risk of churning.

## A/B Testing

Full A/B testing allows you to segment results so you can always be confident you are driving the activities that benefit your users most.

## Built for your Business Models

We only work with media companies and are optimized to drive results specific to your business. Live TV, VOD, UGC and more... we are built to drive usage and retain your audience.

Trusted by brands with over 200 million users worldwide, such as:



axel springer\_





We help...  
**Increase transactional revenues.**  
**Increase ARPU.**  
**Increase customer loyalty  
and reduce churn.**

Don't just trust us.  
Our free 60-day trial will let you test our solution for yourself in a hassle-free way whilst you have complete editorial control.

**YOUR FREE TRIAL HERE**



**Scan here to find out more about our trial.**

**“This approach of personalization opens up new opportunities for Nuevo Siglo to sell more content and bundles, to unify the user experience across all types of content sources and to provide a meaningful way to users to discover relevant content, which they did not know it ever existed in our service offering.”**

Nuevo Siglo

**“The partnership allows our customers to further increase their operational efficiency, promotion capabilities, and data-driven decision-making opportunities while providing end users with a unique personalized experience.”**

NAGRA

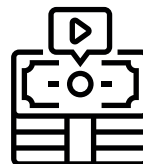
Business is not the only thing we take personal. **Everything is Personal...**



User Experience



Marketing



Business



User Management

With more than 20 years of industry experience, XroadMedia has developed Ncanto, the latest generation of content discovery, personalization and targeting solutions. XroadMedia helps media companies improve their KPIs using personalization, increasing user engagement, reducing subscriber churn and generating new revenues. Ncanto is an innovative AI back-end solution optimized for low-effort and fast cloud and server-based deployments. Ncanto serves more than 200 million users for operators, streaming services, and broadcasters worldwide, including companies like A1 Telekom Austria Group, Axel Springer, Starhub, Telekom Slovenije and others.

London, UK

Vienna, Austria

xroadmedia.com