UX is Personal

The perfect mix of AI personalization and editorial control

xroadmedia
EVERYTHING IS PERSONAL

Consumers are turning away from services because they struggle to navigate and find the content they want to watch. On the other hand you have to make sure your business goals are honored and met. XroadMedia's tools create a unique experience for each of your viewers, all within real-time, guaranteeing to generate loyal consumers - all with your business KPIs in mind.

Intelligent Pages

We power entire pages with a single API call. That means making every single content item personal. No duplications, no wasted space.

Predictive Content Scores

Imagine what your content team can do with real-time content scores for every asset in your catalog for each user. You will be able to target the content most likely to drive user actions across any of your platforms.

Universal Search

We ingest an unlimited number of content sources to drive powerful search aggregation. Keep your service at the heart of your user's world.

Personalized Channels

Use your VOD assets to auto-create personalized channels for each user. Remove the barrier of choice and drive an always-on, personal experience.

Smart Continue Watching

Always suggest the next episode your users are looking for. Show in order for sequential shows and drive to recent or highly-interesting episodes of non-sequential content.

Align with Your Business

We ingest your business data to allow segmentation, personalization and targeting to meet your goals. No rules are too complex for us - regardless if you simply want to boost your business or have to adhere to certain restrictions.

![xroadmedia logo — EVERYTHING IS PERSONAL]

YOUR FREE TRIAL

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

Scan here to find out more about our trial.

"Based on our concept, XroadMedia delivered a customized trial followed by a production-grade system in record time. Cooperation and time-to-market at its best."
Three

"By integrating XroadMedia's cloud based Ncanto solution, we are now able to offer a real-time, scalable, fully automated and comprehensive multi-content platform, which ensures a seamless customer experience across all devices."
A1 Telekom Austria Group

UX is not the only thing we excel at. 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