OOYALA® NEXT

You've invested in a rich content library to appeal to your audience. Now, how do you keep them watching? OoyalaNEXT is a recommendation engine that uses sophisticated algorithms to find popular, personalized content that keeps your viewers watching longer. Within weeks of implementation, OoyalaNEXT can deliver up to 100% more views, meaning you'll have more opportunities to generate advertising revenue and keep your subscribers satisfied.

RECOMMEND RELEVANT CONTENT

OoyalaNEXT leverages big data analytics in real time to automatically deliver personalized recommendations from your video library. Ooyala's patented approach utilizes a suite of algorithms to maximize performance based on a balance of click-through-rate (CTR) and completion rate, including:
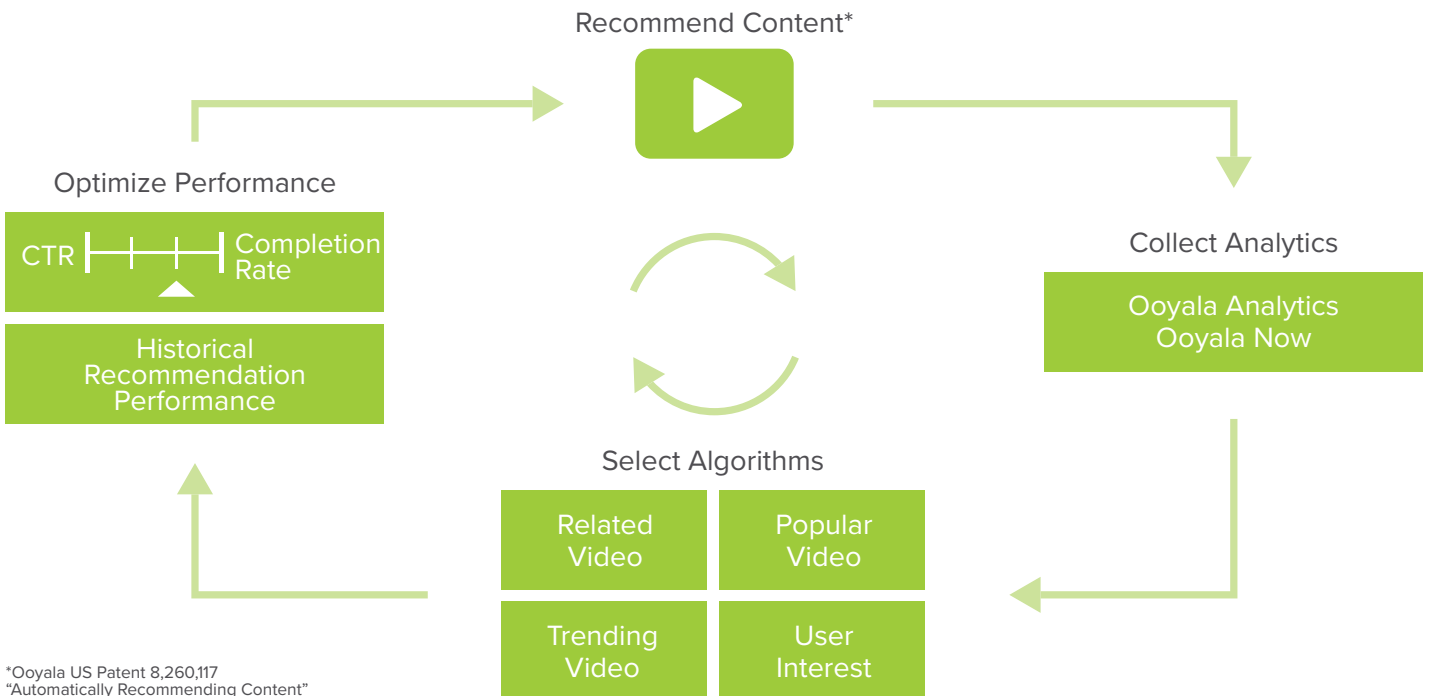
◆ Related Video: recommends video based on collaborative filtering

◆ Popular Video: identifies the most popular content over a defined period of time

◆ Trending Video: highlights content with the greatest momentum in engagement

◆ User Interest: targets content based on user interest and intent

KEY BENEFITS

◆ Up to 50% more video views

◆ Increased customer engagement

◆ Lower user churn

◆ Fast time-to-market

◆ High ROI with low start-up cost

KEY FEATURES

◆ Continuously improving machine learning algorithm

◆ Editorial controls

◆ Out-of-the-box turnkey solution

Recommend Content*

Optimize Performance

CTR ——|——|—— Completion Rate

Historical Recommendation Performance

Collect Analytics

Ooyala Analytics
Ooyala Now

Select Algorithms

Related Video

Popular Video

Trending Video

User Interest

*Ooyala US Patent 8,260,117
"Automatically Recommending Content"

DEFINE BUSINESS RULES

OoyalaNEXT algorithms drive automated recommendations, but that doesn't take you out of the equation. Editorial controls enable you to specify the content recommendations your viewers see by allowing you to:

- Use metadata-based filtering rules to curate asset lists or exclude irrelevant content
- Reserve a specific position in the recommendation lineup for selected content
- Enable viewers to directly follow sequential or episodic content

OPTIMIZE WITH FLEXIBLE APIs

While OoyalaNEXT can be implemented out-of-the-box without any customizations, utilizing the APIs can help you get even more out of the product. OoyalaNEXT APIs enable you to:

- Streamline workflow by defining frequently-used settings using OoyalaNEXT "profiles"
- Create bundles of content for promotion during a defined period of time
- Deliver recommendations specific to the device being used
- Adjust recommendations by using query string parameters
- Improve recommendation quality through feedback
- Refine how related, popular, and trending content is visually displayed
- Extract performance data to inform programming decisions

REALIZE BENEFITS INSTANTLY

OoyalaNEXT can be implemented out-of-the-box, enabling you to realize new revenue immediately without extensive employee training, costly app development, or site redesign. Whatever your business model, OoyalaNEXT can help you reach your business objectives.

- AVOD: Create more opportunities to generate revenue through advertising by increasing the length of engagement.
- SVOD: Improve customer retention by enabling customers to easily find the content they want to watch.
- TVOD: Increase ARPU by promoting additional content for purchase.

MACHINE LEARNING ALGORITHMS

Ooyala's analytics help you drive new revenues no matter your business model.

- Machine Learning Algorithms
- Related Video
- Popular Video
- Trending Video
- User Interest

For more information:

http://support.ooyala.com/developers/documentation/concepts/book_discovery_dg.html

SUMMARY

No matter your business model, OoyalaNEXT powered by the Ooyala Flex Media Platform can increase viewer engagement and monetization opportunities today with simple configuration.

Ready to begin?
Contact sales@ooyala.com for more information.

OOYALA®   **www.ooyala.com   sales@ooyala.com**