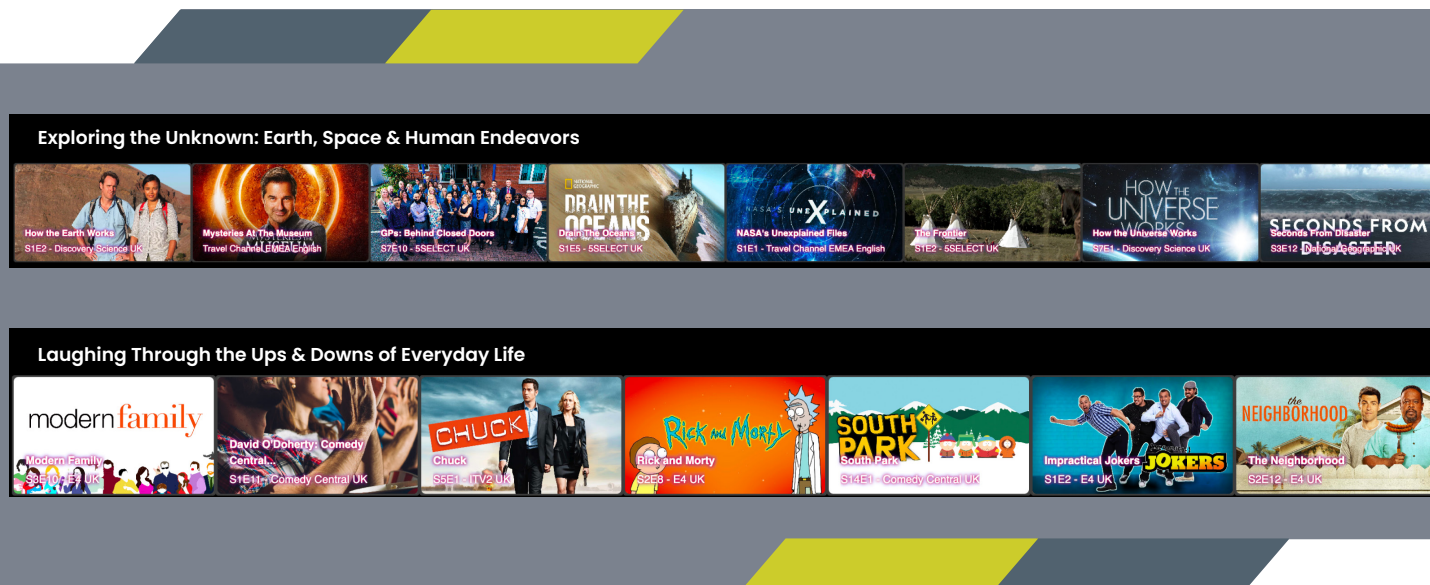


# Generative AI Meets OTT

## Creating captivating accurate personalization

Combining generative AI with ML algorithms can help services build stronger connections between their content and their viewers when it comes to personalization. Utilizing natural language throughout user interactions such as within the user interface and the search experience, with language that resonates with the viewer, ensures that they understand why they are being recommended certain content.

- > Creating the best user interfaces
- > Make unique connections between assets in your catalog
- > Deliver rows full of relevant content
- > Emotive, descriptive row titles



There's no need for boring rows, grab your viewers' attention with intriguing row titles that draw your users in. Our AI can find deep-rooted connections between multiple assets and provide a title based on that genre, theme or mood.

## Benefits

- > Driving engaging experiences for users
- > Updated in real-time, every interaction will impact not only the content but also the rows delivered to your end-users
- > Delivered in different languages and character sets

# Generative AI Meets OTT

## Intuitive follow-up search

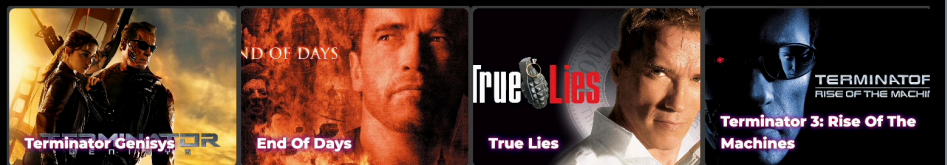
With so much content being readily available for users to watch, it can be difficult for viewers to discover what to watch. It's important to facilitate easy content discovery - for example easy-to-use, advanced search.

Today, with speech-to-text technologies majority of service providers offer voice search. XroadMedia's intelligent search allows for your audiences to refine their search results by asking follow-up questions.

SEARCH PHRASE

"Show me movies with Arnold Schwarzenegger"

Search Results



SEARCH PHRASE

"Actually, just the comedies"

Search Results



## Benefits

- > Reduces the friction of traditional search solutions
- > Keeps users happy with a seamless experience
- > Offer more precise and relevant search results