yes.MyTV

Personalized TV at yes Powered by COMPASS

A Viaccess-Orca Case Study

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2

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Table of Contents

Introduction

> **❝** Television viewers today are blessed with an abundance of content, yet it is hard for viewers to find content that interests them. With COMPASS, yes can increase content usage, customer loyalty, customer satisfaction and revenue by providing subscribers with personalized recommendations and appealing exploration concepts through the content inventory. **❞**

yes Satellite is Israel's leading pay TV service provider. Founded in July 2000, yes had since gained 580K subscribers, which comprise 38 percent of the Israeli pay TV market. yes is considered to be an innovative provider, introducing new services and technological advancements to its subscribers regularly, ahead of its competition.

In March 2013, yes had announced 'MyTV', a personalized TV service accessed through yes STBs, powered by Viaccess-Orca's COMPASS content discovery and recommendations platform part of VO's Voyage - TV Everywhere solution. COMPASS for yes is a cloud service. In the first year, yes was trialing COMPASS' various features and setting it up for the commercial launch in May 2014.

This case study presents results and analysis of "MyTV" service based on COMPASS.

MyTV can be accessed today through the "MyTV" button on the remote control, or through navigating to channel 17 – a dedicated channel for the "MyTV" portal. Channel 17 is esentially a new COMPASS-powered virtual channel on the yes channel lineup.
This interactive channel presents the user with 3 options: search, linear recommendations and personal VOD recommendations.

yes "MyTV" portal

yes has also integrated COMPASS into its multiscreen service, yesGO. The apps were designed with recommendations in mind, both for VOD and live content, presented to customers in various points in the user interface, hence allowing a greater satisfaction for users in their experience of the service.
Read more in this press release.

Reviewing MyTV: yes Personalized TV Service

The number of eligible VOD users for MyTV is 230,000.

MyTV was officially launched on channel 17 on May 2014 and promoted through promotional clips on yes' channels, as well as on yes' Facebook page, and on a dedicated page on yes' [website](). Until today, more than 207,000 customers entered the service.

MyTV Business Rules

Some of the business rules yes has put in place for the VOD recommendations in the MyTV service:

- yes offers users several models of monetization for VOD - free of charge (FVOD), subscription (SVOD) and per transaction (TVOD). COMPASS supports these business models.
  30% of the presented recommendations are for paid, transactional VOD content – which are movies, and 70% are recommendations for TV series - that are free.
- Recommendations chosen by the user are removed from the recommendations list for this user.
- A new VOD subscriber receives recommendations for the "most popular" content in the service.
- yes defines a recommendation conversion when a user starts viewing or buys content within 24-hours after the content has been recommended.[1]

MyTV Effectiveness

Data collected in the first 3 months of MyTV launch, revealed several interesting insights:

> **88%** of yes eligible customers are opting-in for the service, allowing MyTV and COMPASS to use their usage habits and actions in order to provide better recommendations.

yes defined the "exposure" measure to indicate that a user switched to a channel and stayed on that channel for 3 minutes or more. Exposure in that context can therefore be considered as an engagement metrics of users towards a given channel. The monthly exposure rate of MyTV service was very close to that of the proprietary yes series channels, which was 14% per month.

Channel 17 presents three options for users to choose from:

1. Search (left option on the image below)
2. Linear recommendations (middle option)
3. Personal VOD recommendations (right option)

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[1] *Note: yes' conversion rate is based on the following: a purchase is counted as originated from a recommendation if it was made up to 24 hour after the recommendation was provided. If this window grows, the conversation rate can grow respectively.*
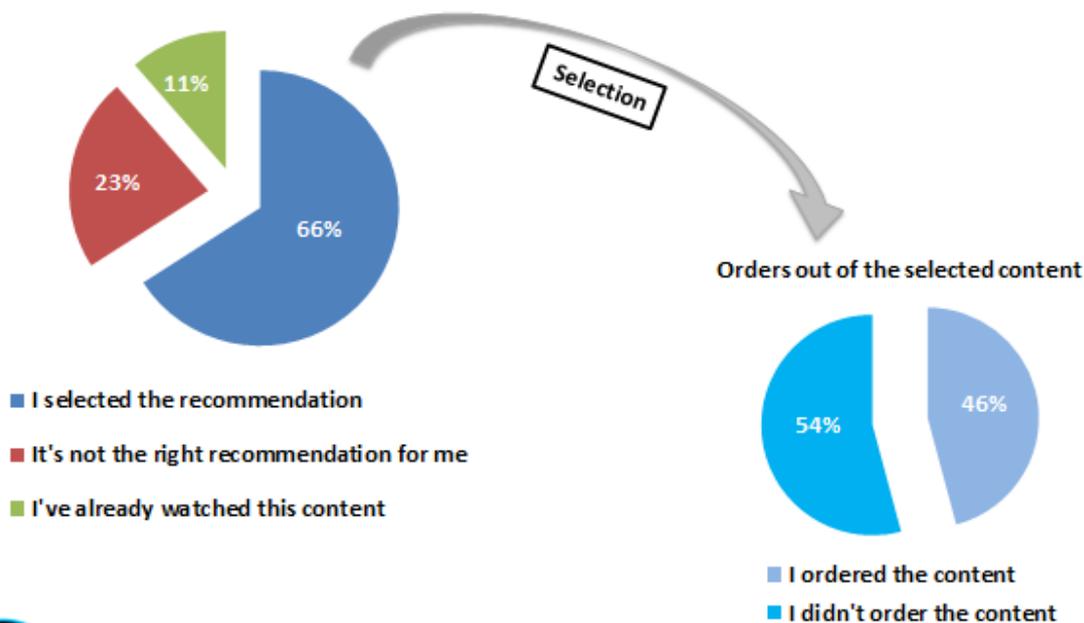
MyTV Portal on Channel 17

58% of the time, users select personal VOD recommendations.

Personal VOD Recommendations Screen

Effectiveness of Personal Recommendations Content Page Selection

The above image shows the the effectiveness of personal recommendations:

66% of the recommendations resulted in a user selecting the content item. **11%** of the recommendations presented content that was already viewed by the user outside of yes TV service – which ususaly means this content is also relevant to the user.

77% of the presented personal recommendations are relevant.

Overall, the percentage of VOD orders – both free and paid – had increased from **21.6%** before MyTV / COMPASS launch (May 2014), to **30%** in August 2014.

13% of orders in "MyTV" service are for paid content (TVOD).
yes sees recommendations as a **revenue generator,**
and COMPASS as a source of additional income.

Conclusion

> 66 After successfully powering recommendations for 'MyTV' service from March 2013, Viaccess-Orca continues to be a trusted content discovery and recommendation partner. By enabling us to learn and understand viewer tastes and demands for content, and recommend personalized content that keeps subscribers loyal to our service, VO's COMPASS will increase subscriber satisfaction & revenue streams. COMPASS simplifies content consumption for our subscribers, making it a much more rewarding experience. 99
>
> *Dovev Goldstein, head of business development & products department, yes*
> *(read the **press release**)*

MyTV's interactive portal on channel 17 acts as a new COMPASS-powered virtual channel on yes' channel lineup on top of, rather than as a replacement of, existing services including consumption through yes' VOD catalogue.

COMPASS is driving engagement, clearly proven thanks to:

- High exposure rate of MyTV through channel 17, as well as
- Personalized recommendation effectiveness rates, and finally
- An increase in VOD consumption

Engagement drives monetization, as the result of transcational VOD (TVOD) consumption indicates.

Thanks to these positive results, yes is planning to continue embedding COMPASS in additional parts of its service UI/UX in due course.

About COMPASS

Viaccess-Orca takes a holistic view of content discovery and its implementation in multi-screen TV services. The goal of COMPASS is not just to deliver a perfect recommendation, but also to encourage a purchase decision by the consumer. Recommendations by themselves, as accurate as they may be, are not enough to answer the needs of consumers and operators alike. Viaccess-Orca believes that a successful Content Discovery experience in Pay TV requires the combination of technology, including a variety of algorithms, with intimate knowledge of the subscribers and the service. COMPASS introduces a unique blend concept, in which recommendations generated by more than a dozen different algorithms can be displayed together to the consumer in a way that increases the likelihood of a good match in a short time. COMPASS is deployed at yes, Orange France, Orange Spain, Orange Poland and Boxer Sweden, among others. Read more on our COMPASS webpage.

COMPASS includes the following engines:

Recommendations
COMPASS provides a large set of recommendation engines to optimize personal recommendation and best user experience

- Most Popular
- Operator Promotions
- User Preferences
- Collaborative Filtering
- Viewer & External Ratings
- Content Semantics
- Most Recent
- Social Recommendations

Download the "Guide to Content Discovery & Personalization"

About Viaccess-Orca

As a leading global provider of content protection, delivery, and discovery solutions, Viaccess-Orca is shaping the ultimate content experience. Through its integrated range of business-savvy products and solutions, Viaccess-Orca helps service providers in the cable, DTT, satellite, IPTV, and OTT industries gain a competitive edge in today's rapidly evolving multiscreen environment. By enabling service providers to securely deliver an engaging user experience on any device, Viaccess-Orca is reinventing the entertainment landscape. Viaccess-Orca is part of the Orange Group.

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