COMPASS

Content Discovery and Personalization Solution
for Today's Dynamic, Multi-Screen World

ENGAGEMENT

viaccess·orca

Your subscribers live in a world filled with viewing options. In the past, users had just a handful of channels to choose from. Today, there are hundreds of channels and unimaginable amounts of video content available for watching.
Stocking the shelves with spectacular content is not enough if subscribers are unable to effectively access the content. Their experience is significantly inferior without personalized guidance that offers them exactly what they want, when they want it.

User Engagement Challenges

Viewers have high expectations from their service. They can easily leave one service for another based on a slightly better experience or lower price. In order to improve the user experience and drive consumption, providers need to promote engagement by delivering a highly relevant, personalized viewing experience.
To improve the customer experience and grow their business, content service providers should:

Cater to Individual Tastes
Create a superior user experience driven by individual preferences, tastes and latest trends.

Recommend Relevant Content
Drive the user engagement by offering the right options at the right time.

Maximize Content Monetization
Expose your assets through a friendly catalog that proactively displays relevant content to your customer base, increasing revenues and satisfaction.

Incorporate Social Interactions
Promote user sharing and social media interactions among viewers to enhance loyalty and attract new prospects.

Extend Engagement
Promote customer satisfaction and ensure ongoing content consumption.

Scale Easily
Expand the solution seamlessly and cost-effectively to meet your growing customer base and content offering.

Viaccess-Orca COMPASS

COMPASS is an extensive content discovery and personalization solution for today's dynamic, multi-screen market needs. By combining recommendation engines, search capabilities and social interactions, COMPASS delivers a superior, personalized customer experience over a wide variety of devices. COMPASS makes it easy for viewers to proactively explore and find desirable content as well as enjoy personal profile-based recommendations. The enhanced user engagement and prolonged viewing increase user satisfaction, promote trust and drive revenues.

Back End

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

Search
Provides comprehensive results across all TV services based on media-related data using auto-suggest functionality to improve customer experience. Search results can be context sensitive, taking into account subscription data or current device.

Social TV
With social TV, customers can send personal recommendations and VOD gifts. Leveraging the power of social media, customers can share impressions, wish lists and publish messages on social networks.

Front End

Multi-screen Applications
COMPASS enables content service providers to personalize every front-end user interface according to the user and device (tablet, smartphone, PC, TV, etc.). This approach creates a compelling and engaging experience across multiple screens.

TV

Smartphone

PC

Set-Top-Box

Tablet
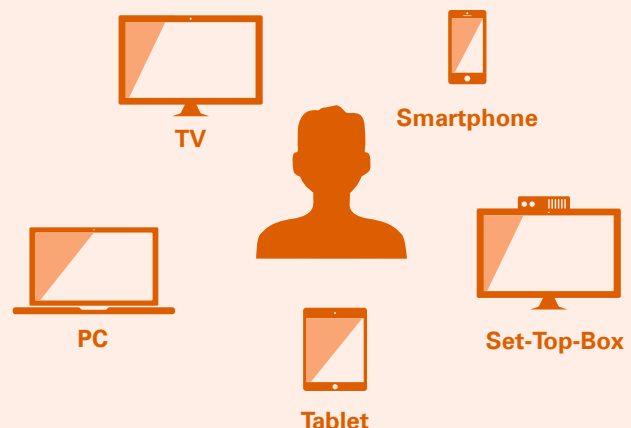
COMPASS Highlights

Fast Integration
Can be easily integrated with any service delivery platform, COMPASS enables operators to develop their own user experience

Personalization
Provide more relevant and personal content to users to increase user satisfaction, promote trust and drive revenues

Multi-Screen
Provide context-based recommendations for any end-user device

Social TV
Allow users to send and receive recommendations from friends via social networks (e.g. Facebook) integration layer to promote sharing; see what's popular among friends, buy friends VOD gifts and more

Multi Language
Support multiple languages out of the box

Content Types
Support live broadcast, Catch-up TV, VOD, web content etc.

Reporting and Analytic Tools
Enable operators to assess the effectiveness of their content discovery service, and leverage such knowledge to optimize content inventory, planning and promotions