

massive

AXIS

Overview



Your viewers are unique; why aren't your video experiences?

Take real-time control of your apps and deliver targeted UX.

It used to be that content was king, but today it's the consumer experience that sits atop the throne. Never has it been easier for viewers to consume content across multiple channels, from D2C services to social media. Generating a lasting impression - one that is dynamic and personalized against static and generic - is often the difference between a viewer who is engaged with your brand and one that abandons you for another media outlet.

Massive AXIS is a platform that lets you create and test targeted user experiences without writing a single line of code. It helps you take control of your applications, across devices, and deliver highly personalized experiences to all users, registered or not.

AXIS doesn't just filter content. It takes a holistic approach to the entire UX, dynamically updating collections, promotions, advertisements, and templates based on an almost endless number of unique audience segments.

Whether you're looking to streamline your development process or you want to better connect with your highest-engaged users, Massive AXIS can help you get there.

Building the UI of Tomorrow

Research has proven that personalization can lift revenues by as much as 15%. AXIS allows you to change and test just about everything in your video service against any audience profile, all in real-time.

For instance, say that your data indicates the viewing of romantic comedies peaks on a Friday evening, giving way to a rise in kids programming the morning after. Through the simple drag and drop interface of AXIS, anyone in your company can quickly set-up and deploy custom UIs for both of these scenarios that update dynamically.

AXIS makes it possible to act on the insights you get from an analytics dashboard. If you're already measuring important user attributes like their viewing behavior, subscription tier, or even the device they're watching on, you can leverage the platform to deliver targeted user experiences that will boost engagement and drive the bottom line.

AXIS comes with a suite of best-in-breed reference applications across every major device, including Android TV and native iOS/Android, that can be customized to your specific requirements.



Time to Streamline

Massive AXIS is focussed on more than just great looking video applications. It's been designed to streamline your internal workflows and reduce the cost of ownership. After integration into your existing technology stack, all changes to the front-end can be managed by a small group of content schedulers and marketers – the people who know your brand and audience best – without any engineering involvement.

You can make changes on the fly based on what's happening in your business. Perhaps you want to share a special offer with your most valued viewers or update your homepage to reflect an ongoing sporting event. No longer do you have to wait for the code to be written and deployed – just drag and drop the changes directly within AXIS, hit publish, and you're done.

Want to take it up a level? Integrate AXIS with your CRM to empower your marketing team to measure the service's performance against their objectives.

*"Having integrated with the Massive AXIS platform, we now have a **far more superior suite of products** than we did previously.*

*Not only are we providing customers with a better experience, but **we also have much more flexibility and agility** to reconfigure the UI for each device.*

It has been great to work with the Massive team."

Guilherme Saraiva, CTO
TELECINE

Targeted UX is Just Around the Corner

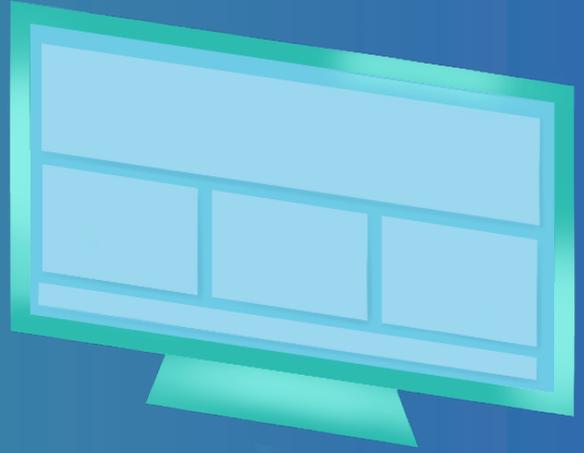
With AXIS, you'll have a tool that will not only improve your internal efficiencies but also let you better engage with your viewers and position your brand above the competition. If you want to learn more about the platform and how we can help you drive profitability through UX, contact us via the address below.

About Massive

Massive builds a suite of tools that enable all media companies to deliver personalized user experiences across devices, in real-time, helping accelerate growth and increase retention across the customer lifecycle. This include Massive AXIS, a UX management console that gives non-technical product owners complete control over the look and feel of the user interface, across devices.

It first opened its doors over 22 years ago and has over 350+ employees across its London headquarters and Sydney, Prague, Singapore, Skopje and New York offices. Today, Massive is used by the world's most pioneering video companies across five continents. Customers include international companies, like AT&T, Perform Group and BBC Worldwide, and regional companies, like Bell Media and Channel 5.

You can also learn more about AXIS here: www.massive.co/products or contact us at hello@massive.co



massive

London | Sydney | Prague | Skopje
New York | Singapore

