

Content Discovery Solutions

Unified metadata with value-add services, delivered as a SaaS

LEAN-BACK vs LEAN-FORWARD EXPERIENCE

Consumers rarely have the same consumption pattern over time and across services like Live TV versus On-Demand. Therefore, Utelly is built on the knowledge that 'one content suggestion does not fit all' so it delivers a composite discovery experience, made of directed search ('lean-forward'), ML suggestions and trending content ('lean-back'), as well as editorialised/promotional playlists.

ENGAGE

Delivering aggregated metadata and content discovery is only the beginning for the Consumer. Beyond immediate consumption (via streaming, deep-links or set-top box tune-in), Utelly allows consumers to monitor shows for availability and price alerts.

RETAIN

By creating a consumer profile across all services, Utelly unlocks the potential of behavioural marketing for Clients to grow the stickiness of the consumer experience.

MONETISE

Thanks to the Utelly platform, consumer behavioural data provides the building blocks for Clients to up-sell consumers, reduce churn and offer advertisers new hyper-targeted audiences.



Ingestion and Aggregation Engine

Foundation component of our platform

Its primary role is to bring all external sources together and perform data matching, cleansing and insertion into the central repository.



Business Rules Engine

Consistency of client logic across all services

Sitting between the aggregated metadata and the various services, it acts as a focal point to apply all custom configurations of the Client.



Recommendation Engine

Content suggestions using advanced ML techniques

Initially, the Recommendation Engine uses demographics to build content suggestions, then 'learns' from users behaviour such as like, dislike, and watch.



Search Engine

Primary service of our platform

Our search engine indexes content across all services and allows attributes and/or full-text search, with multilingual support.



Promotion Engine

Monetisation opportunity unlocked by the platform

Any content, provider or channel can be promoted to highly targetable audience, by overlaying content discovery with promotional campaigns.

Product Offering

ONE DATA

Mix Live TV, Catch-up, SVOD & TVOD

Regional line-up

Multi-lingual

SEARCH⁽¹⁾

Full-text

Attributes based

DISCOVER

Recommendation

Demographics based

Behaviour based

In-app pop-up

Trends

Publisher based

Twitter based

ENGAGE⁽¹⁾

Editorial

Show/Series led

Channel /Service led

In/Out of app touch points

Watchlist

Alerts

Social Sharing

MONETISE⁽¹⁾

Content Promotional campaigns

Time based

Demographics based

Audience based

Real-time bidding

Data

Audience creation

Audience export

DELIVER⁽²⁾

Whitelabel Mobile Apps

Whitelabel Alexa Custom Skill

RETAIN⁽¹⁾

Multi-channel CRM

Push Notifications

SMS

In-app pop-up

Email

REPORT⁽¹⁾

Real-time activity reporting

Export to client data-warehouse

(1) requires One Data

(2) requires One Data + Search + Discover

OUR REFERENCES



Winner
BT Infinity Lab



Finalist EE Mobile
Innovation Contest

GIZMODO

App of the month

Forbes

App of the month



UK App store
featured