

TiVo Deep Discovery

Improving Conversion, Engagement & Churn



Overview

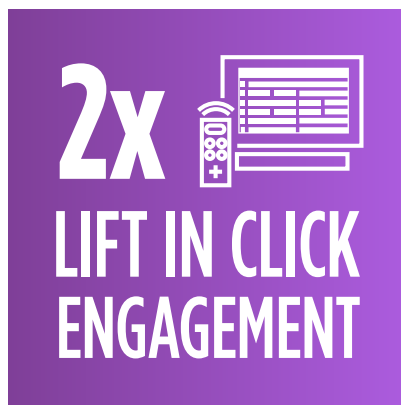
TiVo data scientists conducted A/B tests and churn analyses to measure the effectiveness of applying the Deep Discovery offering to three use cases:

- Creating more emotionally engaging carousel titles
- Using new datasets for predictive recommendations
- Presenting age-relevant children's programming

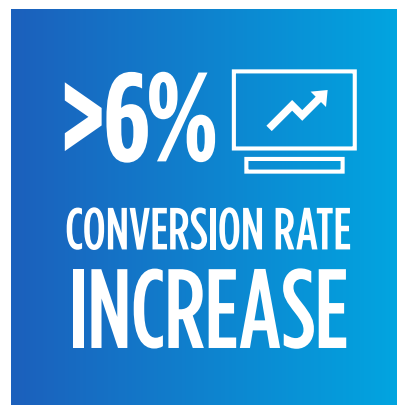
Data collection from 3.1M users was via live user testing in VOD and linear TV environments. Details of the audience, methodologies and metric definitions are included in the summarized results.

Tests were performed with TiVo's Engagement Console for content merchandising; results were captured on TiVo's Insight platform for behavioral analytics.

Tests & Results



using emotionally engaging carousels instead of genre-based carousels.



in "More Like This" rails powered by TiVo's Deep Discovery dataset.



in households with high consumption of children's content and personalized discovery.

Emotionally engaging carousel titles



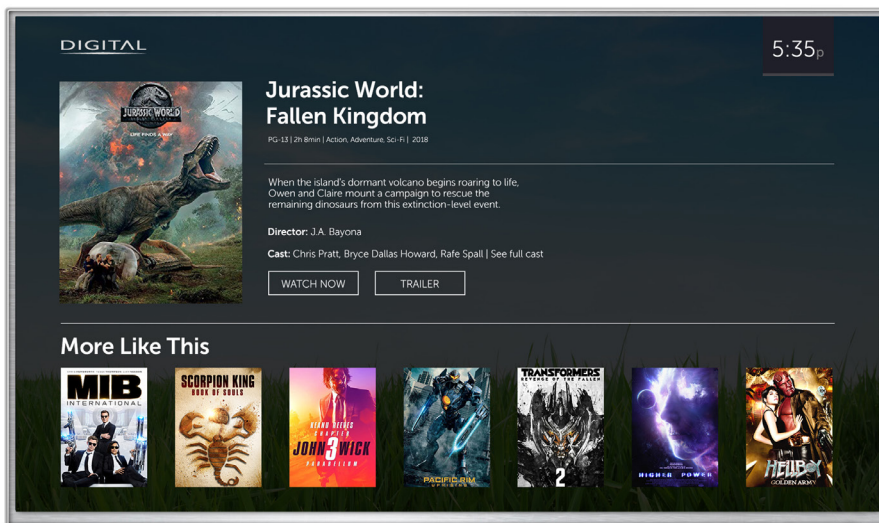
Result



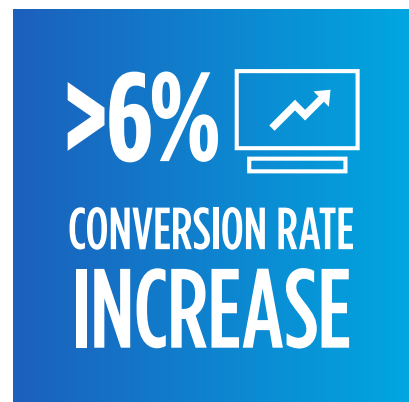
Method

Using the conversion rates of genre-based rails like “Action Movies” and “TV Comedies,” TiVo developed more emotionally engaging carousel rail titles based on the Moods, Tones and Themes available with Deep Discovery. As a result, the click rate increased from 1.5 percent in a standard rail to 3 percent for Deep Discovery-powered rails.

Deep Discovery-Powered Recommendations



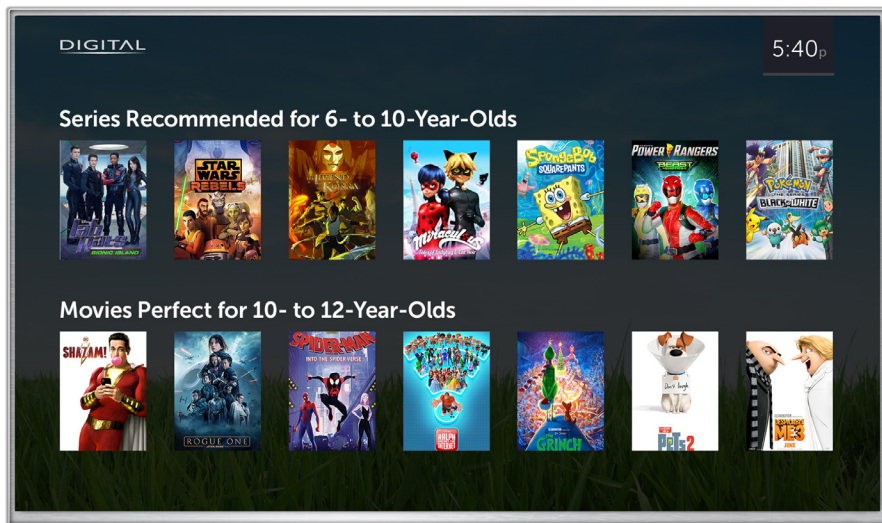
Result



Method

TiVo A/B tested the conversion rates of 112M “More Like This” rails. The test included 50 percent of the rails without Deep Discovery metadata versus 50 percent of rails using our Moods, Tones, Topics, Themes and Time Periods. The Deep Discovery-powered rails had a 42.2 percent conversion rate (as measured by views, clicks and records) compared to 39.8 percent for rails created with standard genre and keyword metadata – an improvement of 6.03 percent.

Engagement With Children's Content



Result



Method

TiVo analyzed historical churn rates for households with low engagement with children's content versus those with high engagement. Households with high average consumption of kids' content have churn rates that are approximately half of the regular population. Households with high kids' content consumption and engagement with Personalized Content Discovery have a 67 percent lower churn rate than the regular population.

Summary

For OTT and VOD services, MVPDs and service providers seeking to increase subscriber acquisition, increase ARPU and reduce churn, TiVo's Deep Discovery offers an enhancement layer to existing TiVo or other third-party video metadata proven to increase conversions on content recommendations and reduce household churn at scale.

About TiVo Engagement Console and Insight

The Engagement Console helps merchandising and marketing teams deliver personalized discovery experiences by generating dynamic search results and recommendations at scale.

The Insight platform enables data analysts to view and analyze engagement and viewership reporting for optimal merchandising opportunities.

For more information: business.tivo.com

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