Metadata Cross-Category Links

Once fans fall for a story or a character – think *Twilight* or *Harry Potter* – they can't help but want to devour everything related to it, regardless of whether it's a book, a show based on the book, the soundtrack to that show and so on. Since connecting content from different datasets can be challenging, we offer cross-category links. Cross-category links can help you save time and money by identifying and connecting related content across multiple media segments. And, they provide an excellent opportunity to further maximize the value of your data package by engaging fans and driving consumption.

FEATURES

Movies to Music
Connect a movie to its soundtrack (*Footloose*).

TV Shows to Music
Connect a TV show to its soundtrack (*Glee*, *The Vampire Diaries*) or individual tracks to a TV show (*Glee*, *Gilmore Girls*).

Books to Movies
Connect a movie to the book it was adapted from or the spinoffs that came after (*The Hunger Games*).

Movies to Games
Connect a movie to the game it was based on (*Tomb Raider*) or a game to the movie that inspired it (*Spider-Man*).

Games to Music
Connect a game to its soundtrack (*Medal of Honor*) or individual tracks to a game (*Grand Theft Auto*).

BENEFITS BY AUDIENCE

Retailers and Entertainment Portals:
- Maximize the value of content spanning multiple media categories.
- Drive revenue by suggesting related content to consumers.
- Engage fans and drive consumption.

Consumers:
- Discover and enjoy new content related to favorite TV shows, movies, music, books and games.
- Get closer to favorite stories and characters across media categories.
- See what content is available from multimedia franchises.

Cross-category links are continuously updated and complement TiVo's unparalleled coverage of millions of TV shows, movies, music, games and books.

For more information: tivo.com