



Search Services

TiVo's search services help users find personalized content in the fewest possible steps. Powered by one of the industry's most robust entertainment knowledge graph engines and fueled by a deep understanding of the way people search, our search services anticipate users' interests and provides optimized query results based on popularity and relevance.

TiVo's search services support acronyms, abbreviations and misspellings, and returns incremental results as users type search terms. The system understands abstract concepts and connections beyond typical data types; for example, searching for a "scary movie" connects to the horror genre, and searching for "financial crisis" returns results about the "Financial Crisis of 2008," not just title matches for the words "financial" or "crisis."

Search results are filtered based on user signatures made up of implicit and explicit actions (e.g., what/when/how long/on which device they watch; rated likes/dislikes, DVR activity, social media activity, etc.), so different profiles will see results based on past activity, making the search experience even more relevant.

Flexible, scalable and supported by real-world semantic intelligence, TiVo's search services provide a seamless discovery experience across platforms and devices.

FEATURES

Natural Interaction

Recognizes abbreviations, misspellings, multi-prefixes and numbers; searches not limited to specific metadata types

Cross-Content Search

Includes linear, DVR, VOD and OTT content

Conversational Search

Supports Natural Language Understanding (NLU) and Natural Language Processing (NLP)

Semantic & Contextual Understanding

Understands that words in a query aren't just words, they are real things; understands what is happening in the world at any moment and anticipates users' interests to produce more relevant results

Simplified Text Entry

Searches with Number Mode via remote keypad (i.e., 866 for "TOM")



BENEFITS



Tailored Results

Personalized options integrate implicit and explicit user behavior.



Seamless Cross-Platform Experience

Provides the same robust feature set on mobile, web and set-top boxes.



Delivered Via Cloud

Scalable cloud architecture maintains performance during peak usage.

TIVO'S KNOWLEDGE GRAPH ENGINE

TiVo's search services are powered by our unparalleled knowledge graph engine, a dynamic knowledge base of entertainment metadata capable of understanding trends and conversations. TiVo's knowledge graph engine semantically generates this structured set of meaningful connections with an awareness of regional trends and popularity from 100,000 online sources. This enables content distributors to deliver more accurate search results and recommendations, and provides content producers greater insight into how their content is faring in the marketplace.

