



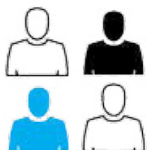
S P I D E O

SIMPLY RELEVANT

EUROPA
INTERNATIONAL

**PERSONALIZATION
& BUSINESS INTELLIGENCE**

Strictly confidential - November 2017



**WE ARE HERE TO BRING THE RIGHT CONTENT
TO THE RIGHT PERSON**



Spideo helps increase discoverability & build business intelligence



**A semantic approach
bringing a better
recommendation for
the Digital
distribution of
content**



**Innovative business
models for theater
exhibitors to achieve
success and help
users find the
perfect match**



**Walk this Way
Spideo & Under the
Milky Way team up to
understand the
consumption basis of
the new European
digital market**



A SEMANTIC APPROACH

CONTENT SEMANTIC
FINGERPRINT

USER SEMANTIC
FINGERPRINT

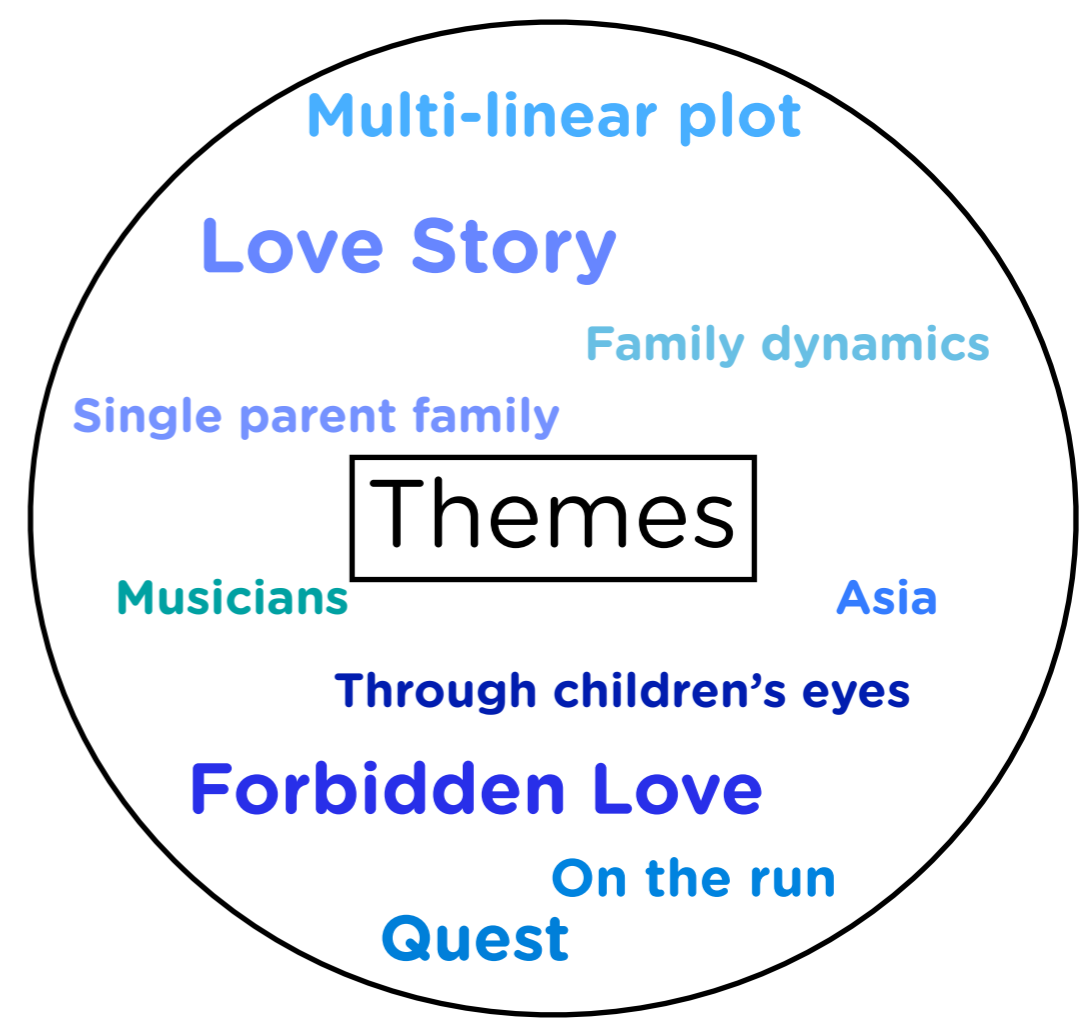
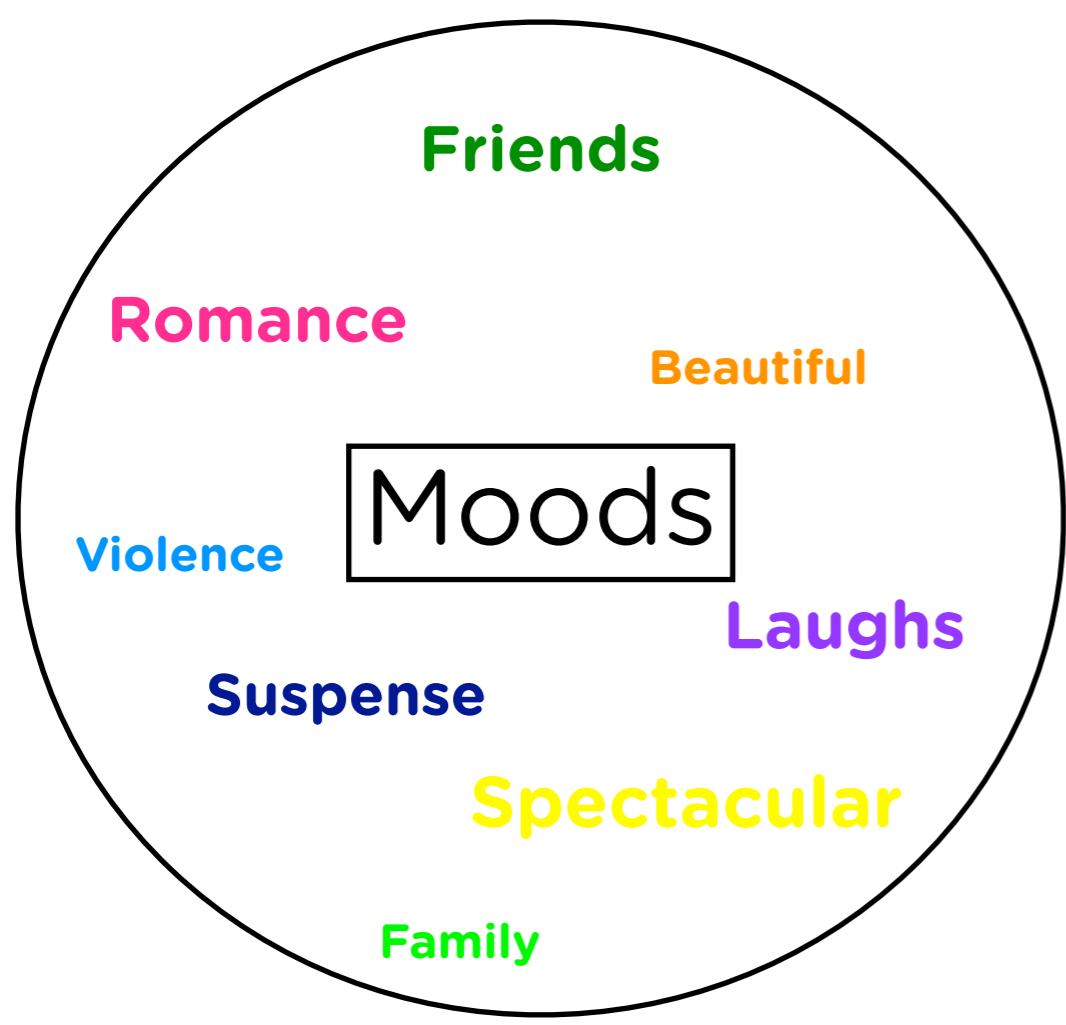
CONTENT SEMANTIC FINGERPRINT

USER SEMANTIC FINGERPRINT

> Spideo's Semantically-enhanced metadata

In-house - Content-related - Weighted

A proprietary taxonomy of thousands of data points



CONTENT SEMANTIC FINGERPRINT

USER SEMANTIC FINGERPRINT

> Better discoverability

Smart data - Multi-faceted and explained recommendations

BASIC TAGS

- James Gray
- Action and Adventure
- 2017
- Biography
- Charlie Hunnam
- Robert Pattinson
- Sienna Miller

SPIDEO'S ALGORITHM

- New Horizons**
- Beautiful**
- Subtle**
- Latin America
- Columbia
- Great Britain
- Family dynamics
- Far from home
- 1900s
- 1910s
- 1920s
- Throughout the 20th century
- Team spirit
- A dream come true
- Biopic
- Reputation
- Indigenous tribes
- In the woods
- Explorers
- Searching for
- Natural landscape



RECOMMENDATIONS

MOVIES WITH EXPLORERS AND NATURAL LANDSCAPE



ARTHOUSE MOVIES IN THE WOODS

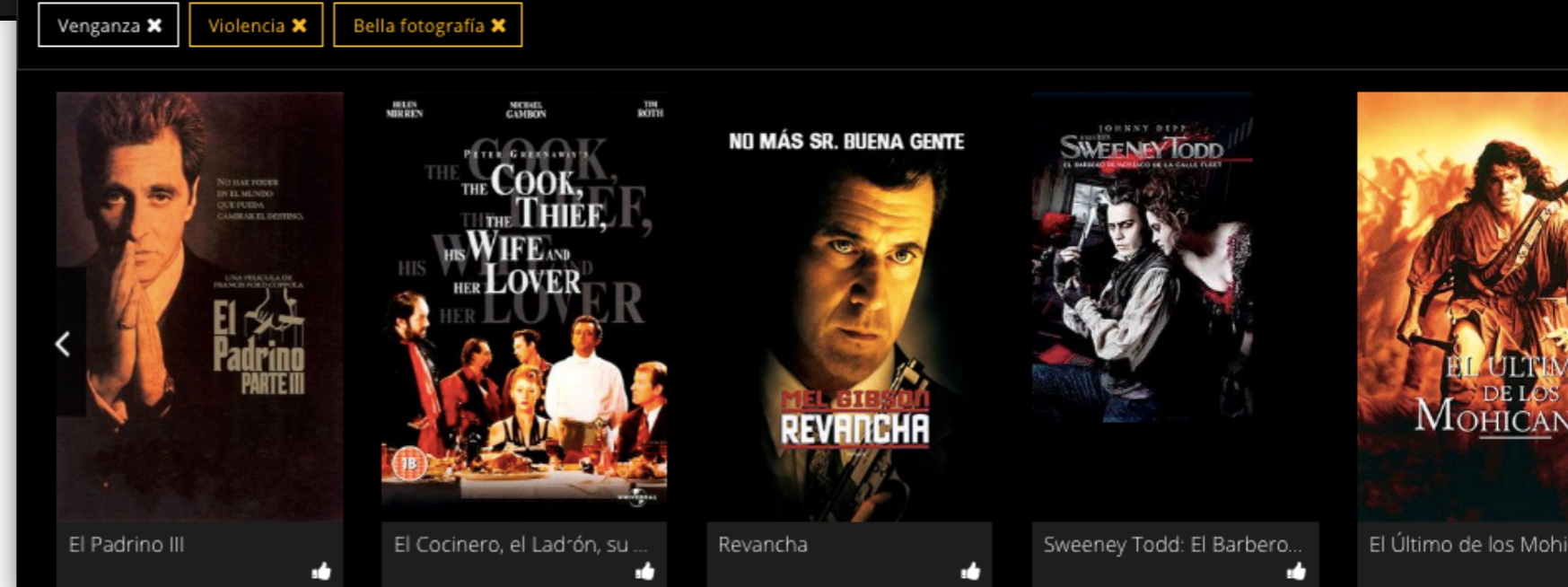
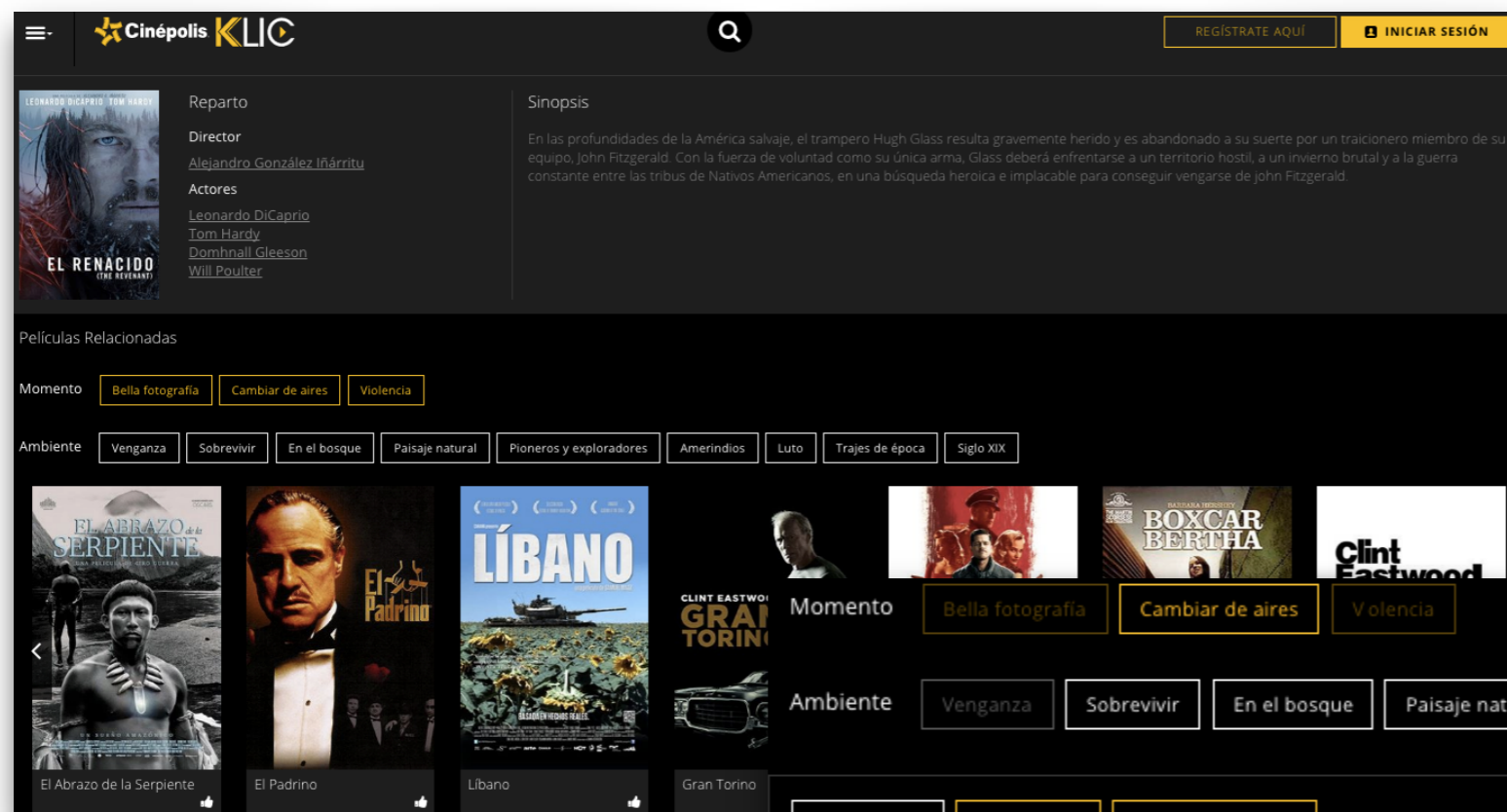


CONTENT SEMANTIC FINGERPRINT

USER SEMANTIC FINGERPRINT

> Display of the contents' semantic fingerprint

Better understanding - Better redirection

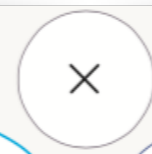


CONTENT SEMANTIC FINGERPRINT

USER SEMANTIC FINGERPRINT

> Mood Discovery

What are your users in the mood for?



Laughs Friends Twisty Spectacular Beautiful Suspense Strange **New Horizons**

Fantasy Family **Romance** Music Glitz Creepy History Subtle

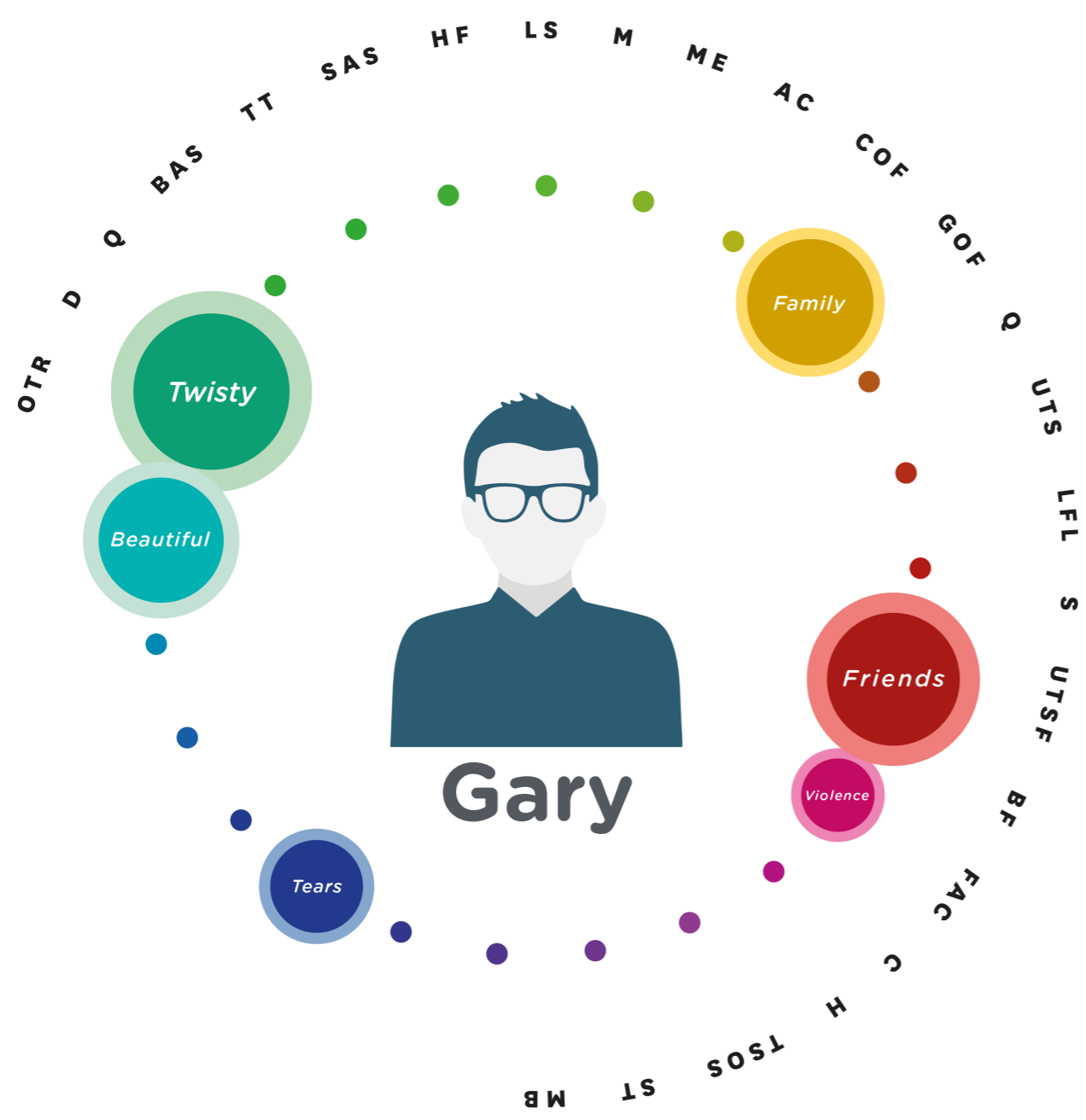


CONTENT SEMANTIC FINGERPRINT

USER SEMANTIC FINGERPRINT

With Spideo: User semantic fingerprint

Transparency - Trust - Time and Device-based



- OTR** ON THE RUN
- D.** DESERT
- Q** QUEST
- BAS** BLADES AND SWORDS
- TT** TIME TRAVEL
- SAS** SWORD-AND-SANDAL
- HF** HEROIC FANTASY
- LS** LOVE STORY
- M** MAGICAL
- ME** MIDDLE EAST
- AC** ANCIENT CIVILIZATIONS
- COF** COMEDY OF FRIENDS
- GOF** GROUP OF FRIENDS
- Q** QUIRKY
- UTS** US TV SERIES
- LFL** LOOKING FOR LOVE
- S** SITCOM
- UTSF** UNDER THE SAME ROOF
- BF** BEST FRIENDS
- FAC** FLIRTS AND CRUSHES
- C** COUPLES
- H** HEARTBREAK
- TSOS** THE SUBJECT OF SEX
- ST** SEDUCTION TACTICS
- MB** MOURNING AND BEREAVEMENT

CONTENT SEMANTIC FINGERPRINT

USER SEMANTIC FINGERPRINT

Step-by-step recommendations

Swipe or Play - Recommendation guarantee

Hannibal

Season 1

Similar to *Luther*
TV Show with murders

- Suspense
- Violence
- Twisty
- Serial Killer
- Gore
- Police
- Psychoanalysis





INNOVATIVE BUSINESS MODELS

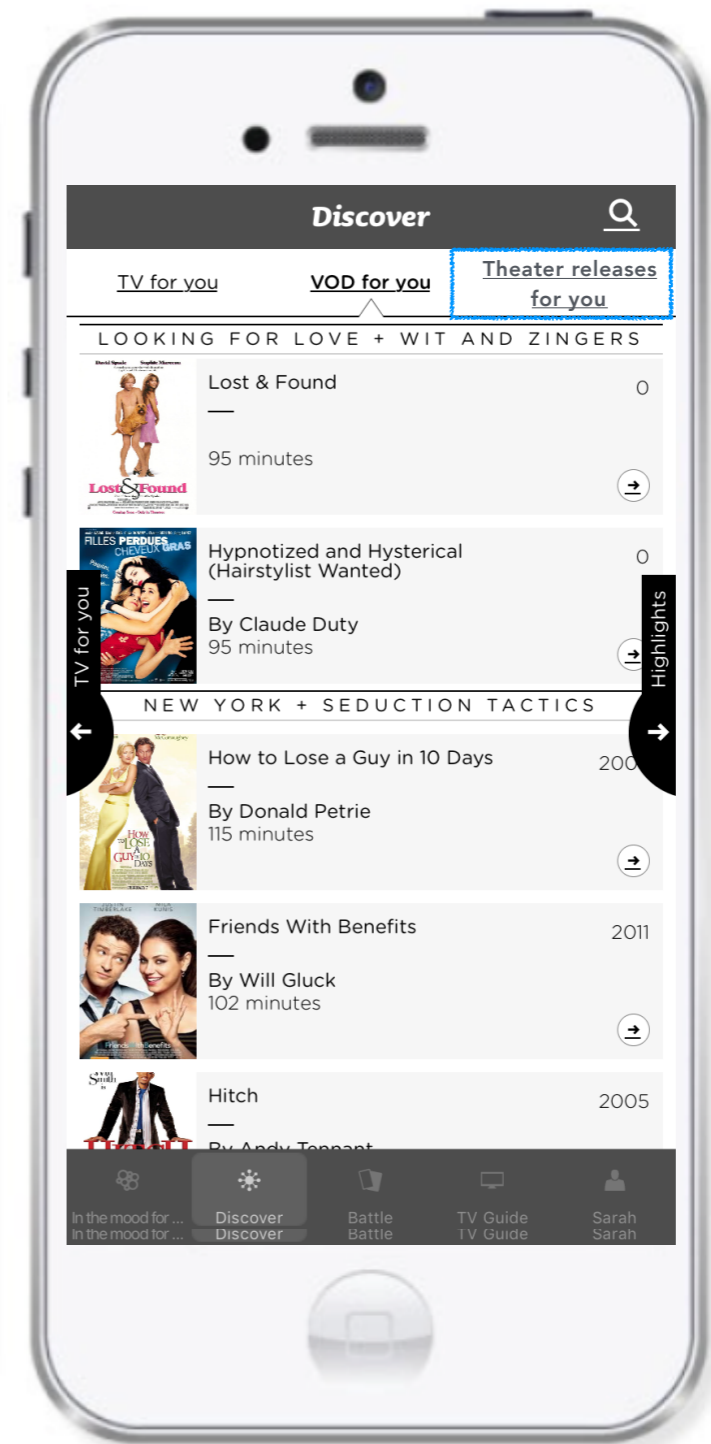
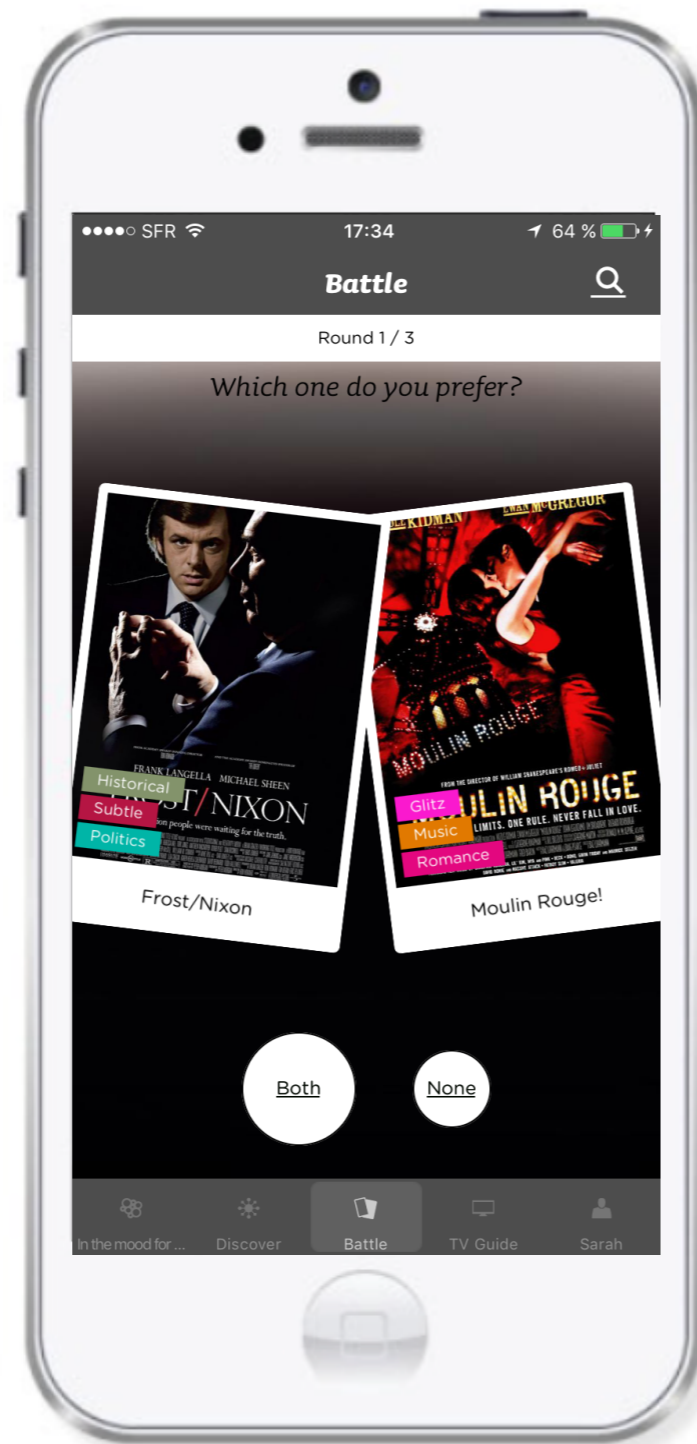
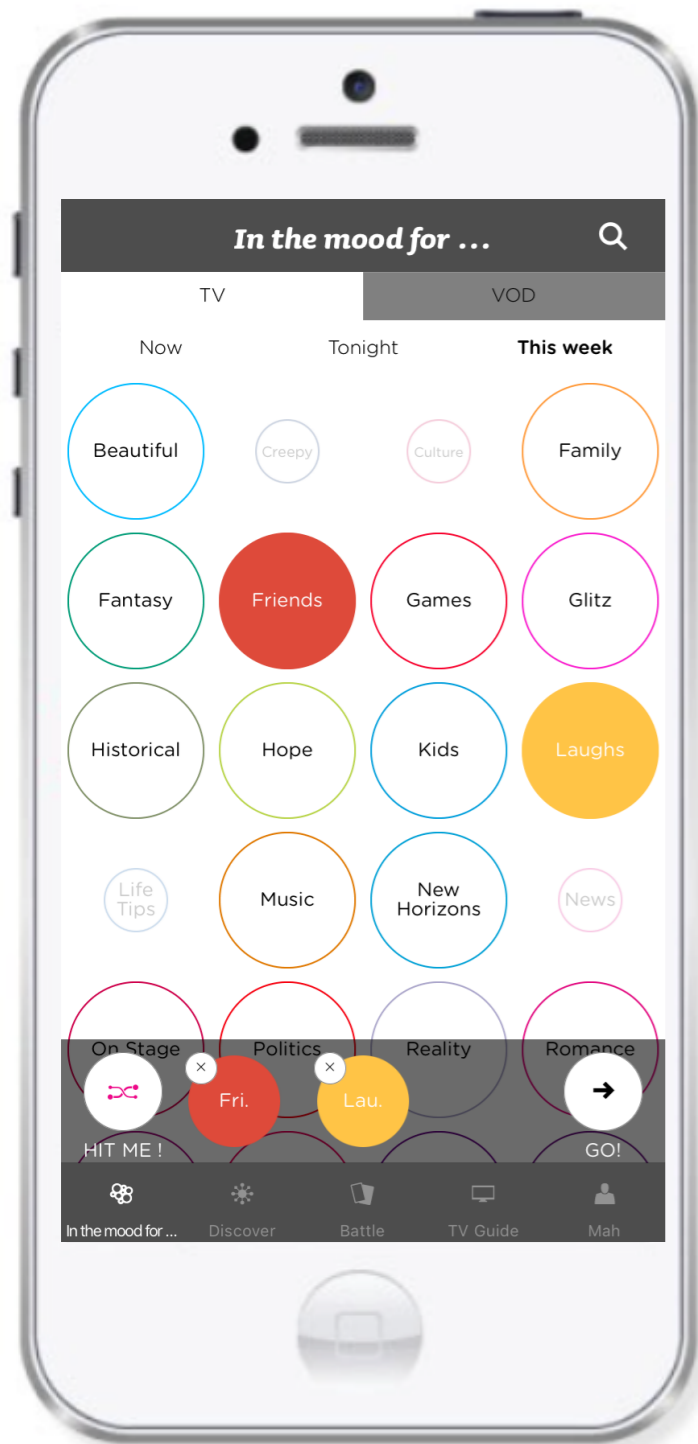
THE SPIDEO APP

THEATER + VOD
PLATFORM
COMBOS

THE SPIDEO APP

THEATER + VOD
PLATFORM COMBO

Communicate our philosophy to the end-user directly with the SPIDEO app.



The future theater release section on our App

THE SPIDEO APP

THEATER + VOD
PLATFORM COMBO

TRANSFORMATION

Lead your users to buy movie tickets and VOD content thanks to a personalized and relevant recommendation

CONVERSION

Drive your users from consuming on a Ticketing platform to consuming on a VOD platform

ENGAGEMENT

Enrich your users' profiles thanks to the complementarity between the two platforms and lead them to interact with the content

EXPOSURE

Use significant purchases on the ticketing website to recommend older content with less visibility on the VOD platform

THE SPIDEO APP

THEATER + VOD
PLATFORM COMBO

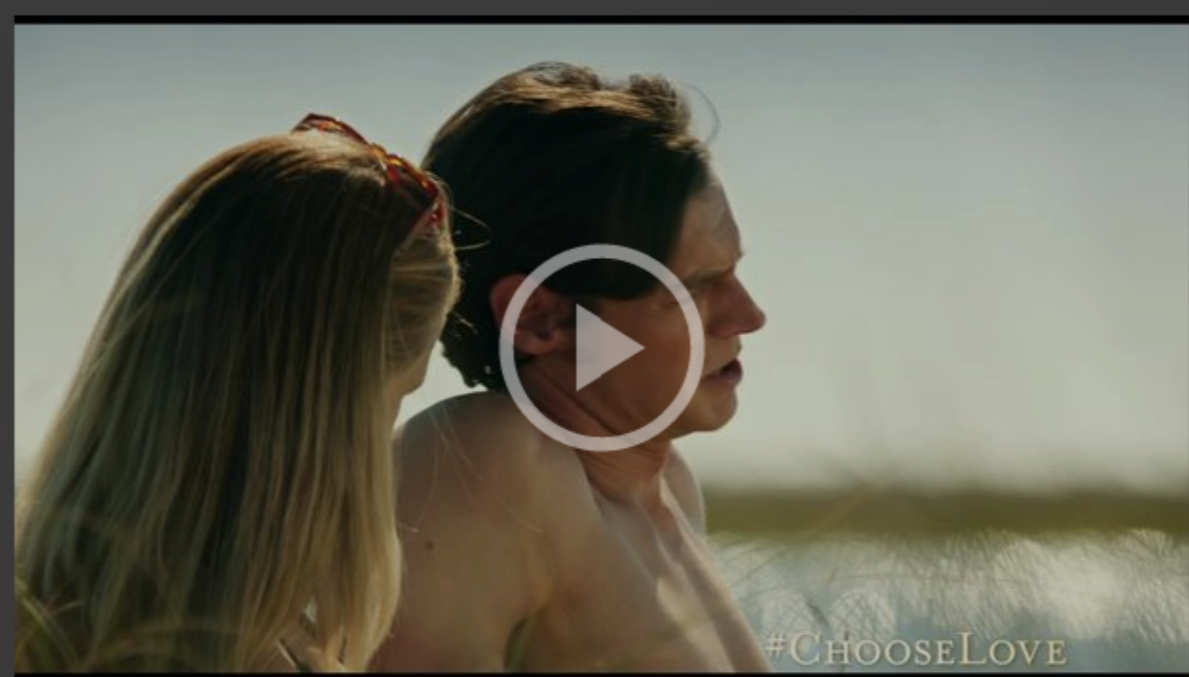
RELATED CONTENT - For each movie page on a **Ticketing website**, suggest similar movies in theaters and on VOD

THE CHOICE

- OVERVIEW
- MOVIE TIMES + TICKETS
- SYNOPSIS
- MOVIE REVIEWS
- TRAILERS
- MORE ▼

Opens tomorrow
FEBRUARY 5, 2016
PG-13, 1 hr 51 min
Drama
Romance
★★★★★
1 Fan Rating

FREE EBOOK DOWNLOAD
with ticket purchase. Don't forget to join during checkout - it's free!
LIMITED TIME. SUBJECT TO AVAILABILITY. TERMS APPLY.



RELATED MOVIES ONLINE AND IN THEATERS

- CAROL
- THE DANISH GIRL
- THE VOW
- THE NOTEBOOK
- THE FAULT IN OUR STARS
- A WALK TO REMEMBER
- THE LONGEST RIDE
- ENDLESS LOVE
- MOULIN ROUGE

[SEE ALL](#)

THE SPIDEO APP

THEATER + VOD
PLATFORM COMBO

MELANCHOLY MOVIES WITH ILLNESS

CAROL	THE DANISH GIRL	THE VOW	THE NOTEBOOK	THE FAULT IN OUR STARS	A WALK TO REMEMBER	THE LONGEST RIDE	ENDLESS LOVE	MOULIN ROUGE
NOW	NOW	NOW	NOW	NOW	NOW	NOW	NOW	NOW

[SEE ALL](#)

SAD MOVIES WITH A LOVE STORY

45 ANS	CAROL	THE DANISH GIRL	THE NOTEBOOK	IF I STAY	PEARL HARBOR	ATONEMENT	BROKEN EMBRACES	MOULIN ROUGE
	E	E	NOW	NOW	NOW	NOW	NOW	NOW

[SEE ALL](#)

THE SPIDEO APP

THEATER + VOD
PLATFORM COMBO

PERSONALIZED RECOMMENDATIONS - The VOD platform would keep a record of the movies seen in theaters and offer an even more complete recommendation

Broader
viewing
history

The screenshot displays a user interface for movie recommendations, organized into three horizontal rows. Each row is headed by a blue box containing a recommendation trigger. The first row is titled "Because you watched Steve Jobs in Theaters" and features posters for "the social network", "ASHTON KUTCHER JOBS", "THE PEOPLE VS LARRY FLYNT", "JEFF WHO LIVES AT HOME", "Dolores Claiborne", "AUGUST: OSAGE COUNTY", and "THE FIGHTER". The second row is titled "Because you watched The New World Online" and features posters for "STANLEY KUBRICK'S BARRY LYNDON", "THE MISSION", "ANNA AND KING", "GONE WITH THE WIND", "THE AGE OF INNOCENCE", "Les Misérables", and "THE INVISIBLE WOMAN". The third row is titled "Subtle Movies with Natural Landscape" and features posters for "THE THIN RED LINE", "The NEW WORLD", "THE TREE OF LIFE", "the isle", "SPRING, SUMMER, FALL, WINTER... AND SPRING", "the Winter Guest", and "BROKEBACK MOUNTAIN". Each row ends with a "See all" link.



WALK THIS WAY

CONTEXTE AND GOALS

RESULTS AND NEXT
STEPS



About WALK THIS WAY

- A Creative Europe / MEDIA supported project since 2015 (call on Online Distribution)
- Main objective : to broaden the exploitation of European films on new markets through cross-border Video on Demand (VoD) distribution.
- WTW aggregates and promotes films for straight-to-VOD distribution in the European Union and since 2017 also in Japan, North and Latin America.
- Since 2015, WtW has federated 24 companies, and among them 21 sales agents from 7 European countries.
- In total (3 editions 2015-2017):
 - 111 films,
 - 733 subtitles created,
 - 994 releases
 - 45 territories
 - 12 VOD platforms



Co-funded by the
Creative Europe Programme
of the European Union

Experimentation field - R&D

WALK THIS WAY represents a great experimentation field for the the marketing and the promotion of online distributed films.

- ✓ **Editorial Experimentation** : packaging of films into collections
- ✓ **Online marketing strategies** (both local and global)
- ✓ **Digital PR strategies** (both local and global)
- ✓ A **Business Intelligence research** on the motivations of VOD consumption through innovative partnerships (like SPIDEO)
 - Probably one of the first BI approach for the European Cinema Industry
 - Understand the consumption basis of the new European digital market

Partnership with SPIDE O : goals

Objective:

Analyze the **sales performance** of WTW films in VOD, using the expertise and technologies of SPIDE O

Principles

1. Selection of a panel of films (111 WTW films)
2. Indexing of the movies according to the SPIDE O methodology (Themes, Wishes, Pairs, Related Movies)
3. Reconcile these objective criteria with the VOD sales, and observe the potential correlations

To what extent does the presence of a THEME or a MOOD among the intrinsic characteristics of a film trigger / inhibit the VOD sales?

Method :

- Creating Semantic fingerprints for contents
- Observation of a correlation coefficient between the presence of a theme in a film and its sales
 - The closer it is to 1, the more the theme favors sales.
 - The closer it is to -1, the more the theme disadvantage the sales.

Observed examples for themes :

the "Germany" theme would disadvantage sales with a coefficient of -0.25 !
and the theme "Family dynamics" would favor sales with a coefficient of +0.35...

Observed examples for moods :

"Hope" favors sales at 0.38 ...

"Reality / Subtle" would disadvantage at -0.27...

NEXT STEPS

- **MORE CONTENT SEMANTIC FINGERPRINTS TO BE CREATED**
- **ADVANCED CLASSIFICATION OF THE MOODS AND THEMES**
- **ANALYSE ON SIMILAR CONTENT : IDENTIFY IF SALES OF THESE RELATED MOVIES ARE CLOSE OR NOT**
- **ANALYSE ON THEMATIC LISTS**
- **USE THE SPIDEO ALGORITHM TO GENERATE THEMATIC LISTS FOR EDITORIAL COLLECTIONS**

References

Spideo's international customers comprise TV, VoD, and SVoD services including:











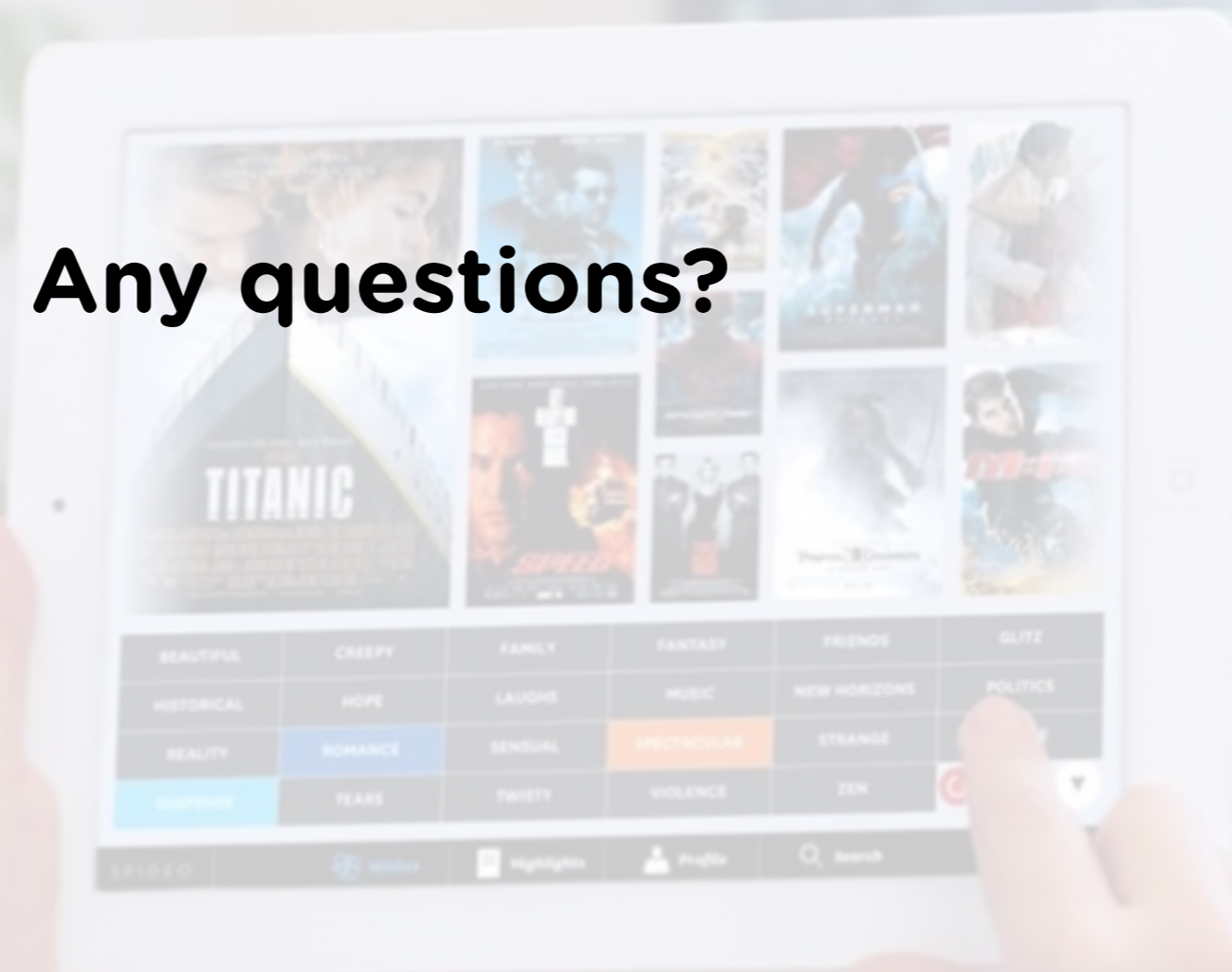


SPIDEO

www.spideo.tv

FOR BUSINESS

Any questions?



Contact our sales team for more information about Spideo products and API documentation.

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