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
Spideo’s Semantically-enhanced metadata
In-house - Content-related - Weighted

A proprietary taxonomy of thousands of data points
> Better discoverability
Smart data - Multi-faceted and explained recommendations

**SPIDEO’S ALGORITHM**

**BASIC TAGS**

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

**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**
Display of the contents’ semantic fingerprint
Better understanding - Better redirection
> 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
With Spideo: User semantic fingerprint

Transparency - Trust - Time and Device-based
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
Communicate our philosophy to the end-user directly with the SPIDEO app.

The future theater release section on our App
Lead your users to buy movie tickets and VOD content thanks to a personalized and relevant recommendation.

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

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

Use significant purchases on the ticketing website to recommend older content with less visibility on the VOD platform.
RELATED CONTENT - For each movie page on a Ticketing website, suggest similar movies in theaters and on VOD.
PERSONALIZED RECOMMENDATIONS - The VOD platform would keep a record of the movies seen in theaters and offer an even more complete recommendation.
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
WALK THIS WAY represents a great experimentation field for 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 SPIDEO: goals

**Objective:**

Analyze the **sales performance** of WTW films in VOD, using the expertise and technologies of SPIDEO.

**Principles**

1. Selection of a panel of films (111 WTW films)
2. Indexing of the movies according to the SPIDEO 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...
• 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
Spideo’s international customers comprise TV, VoD, and SVoD services including:

- CANAL+ 
- bouygues telecom
- FANDANGO
- Cinépolis
- under the milky way
- blim
- arte
- iflix
- technicolor
Contact our sales team for more information about Spideo products and API documentation.

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