MediaKind

Consumer Experience Solutions

TV Service Providers need fresh solutions to engage consumers, personalize services and dynamically monetize across many different screens. Our Consumer Experience solutions provide a modern, multi-device, multi-screen platform for immersive TV service delivery. Backed by powerful analytics, UI customisation, dynamic ad-insertion and content distribution rights features our Consumer Experience solutions are the most comprehensive for OTT and Live services.

Immersive.
Personalize.
Monetize.
Every screen.

The MediaKind Universe represents how we see the media landscape with our customer workflows delivering content to the consumer, who are firmly fixed at the centre. Within the MediaKind Universe, Content Owners/Originators, Broadcasters, Operators, Pay TV & OTT Providers will discover how our solutions can enable them to fully engage the consumer.

MediaKind's Consumer Experience solutions have been designed to provide an engaging, personalized user experience, with new capabilities across all devices. They enable targeted, dynamic ad insertion creating new ad space within the client, understand consumer behaviour and introduce next generation content discovery, fuelling increased revenue per user on every screen.





Personalized and Intuitive

Personalization has inherent benefits for both consumers and operators. Subscribers viewing, search and queue activity will continually tailor their experience, thereby delivering the most relevant content to their devices and eliminating the frustration associated with massive libraries and channel line-ups. MediaKind's Consumer Experience solutions deliver personalized experiences from traditional multicast TV to unicast OTT services. Subscribers receive tailored experiences and relevant advertising, while operators and content owners get full control over content blackouts while also being able to increase the value of their inventory.



Data Driven

Data analytics collects a wide range of metrics of both usage and operational metrics to provide a deep understanding of audience content consumption and system health. Playback checks on latency, buffering, start-up, and error rates provide deep insight into the System and Network performance. Coupled with user activity data on application launches, dwell time, searches, content preferences, MediaKind Analytics delivers a comprehensive view of customers, content preferences and system performance, giving operators actionable insights into customer behavior and system health.



TV Anywhere

Consumers are increasingly dividing media consumption time between tablets, phones retail media players and traditional Set Top Boxes. MediaKind's Consumer Experience solutions deliver on all devices, from legacy cable and IPTV boxes running a myriad of operating system, to streaming players from Android TV, Apple TV, Roku, as well as Smart TVs, phones and tablets. Using cloud services, MediaKind's Consumer Experience solutions push the boundaries of AlexaTM or Google HomeTM voice control to legacy devices. Taken together, they provide an engaging, personalized user experience, and new capabilities across all devices.



Maximize Content ROI

MediaKind's Consumer Experience solutions maximize revenue by delivering the content that users want while taking advantage of dynamic ad insertion to deliver quality content, meet content rights requirements and support diverse business requirements at scale.

They deliver engaging data driven experiences to the subscriber while giving the operator unprecedented opportunities to aggregate subscriber data with subscriber viewing preference and increase subscriber revenue for every screen. MediaKind's Consumer Experiences also create space for targeted advertising in multiple areas, from in-guide banner ads, VOD pre-rolls to localized ad breaks, maximizing revenue opportunities while maintaining a seamless user experience.