

Irdeto Metadata Aggregator for Super Aggregators

Pay-TV operators and over-the-top video service providers are increasingly offering third-party apps alongside linear channels and their own on-demand content. While consumers appreciate having access to so much content, the search and discovery journey is neither smooth nor efficient. Consumers want their service provider to offer a friction-less journey to search, discover, and access content that cuts across the multiple services offered on their platform. The challenge service providers face today is that while it is possible to ingest metadata from multiple sources, the

metadata is generally not formatted the same way, nor does it use a consistent ID schema. Irdeto Metadata Aggregator enables super aggregators to offer its customers a single user experience with universal search and discovery across its own content and third-party apps. It aggregates, normalizes, enriches, and publishes data from multiple sources. Take your metadata to the next level and build a data-driven application that promotes your brand and your content to the heart of your audience's experience.



TAKE ALL YOUR METADATA TO THE NEXT LEVEL

Irdeto Metadata Aggregator enables pay-TV operators, OTT (Over-the-Top), and hybrid service providers to offer their customers a search and discovery experience across their own content and all third-party video applications available on their video platform.

Metadata from the service providers' own systems is combined with 3rd party metadata to provide unified search results.



BENEFITS

- Allows for content promotion prioritization while rendering customer search results.
- Increases content diversity, audience reach, and adjust business models from gained insights.
- Captures journey information about where users find content outside the operator's platform, for use in analytics.
- Irdeto assistance with acquisition of third-party catalogue metadata.
- Retain control over the primary user experience.
- Increased convenience with features like unified subscriptions and Single Sign-On (SSO).

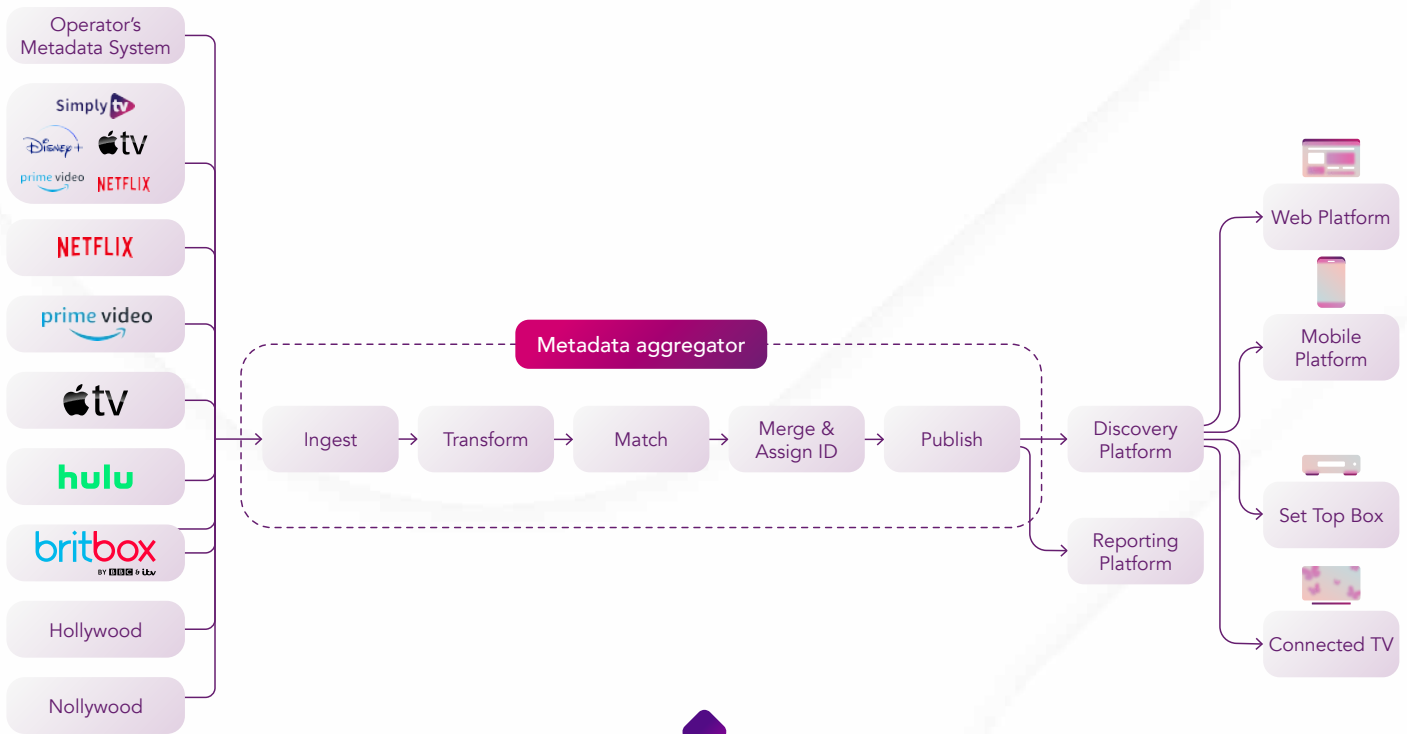


FEATURES

- Flexible user interface that can be adopted for different user experiences.
- Collect, match and merge data from multiple sources and process for customer searches.
- Gain insights and metrics of audience behavior and preferences.
- Flexible data integration for big, regional, or niche third-party services in any format (JSON, XML, CSV, etc.) and via pull or push mechanisms.
- Support for both 3rd party and native content in your platform.



HOW IT WORKS



IRDETO METADATA AGGREGATOR POWERED BY IRDETO MEDIA MANAGER

- Streamlines integrations with workflows to eliminate business complexities.
- Adapts to your internal processes and desired workflows.
- Can be deployed in the cloud, on premises, or in a hybrid model.

Irdeto is the world leader in digital platform cybersecurity, empowering businesses to innovate for a secure, connected future. Building on over 50 years of expertise in security, Irdeto's services and solutions protect revenue, enable growth and fight cybercrime in video entertainment, video games, and connected industries including transport, health and infrastructure. With teams around the world, Irdeto's greatest asset is its people and diversity is celebrated through an inclusive workplace, where everyone has an equal opportunity to drive innovation and support Irdeto's success. Irdeto is the preferred security partner to empower a secure world where people can connect with confidence.