

The Sidebar Advantage for Cable Operators

A New Breed of Personalization Technology



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The Sidebar Advantage for Cable Operators



Over the past five years cable TV subscriptions have fallen even while cable companies added broadband subscribers. Ovum recently reported that IPTV is expected to grow 24% annually through 2015. Cable companies are in danger of losing younger consumers who are satisfied watching television programming delivered over the internet on computer screens, iPads and smartphones. The distribution of TV content to these Internet connected devices is increasingly shifting to service providers like Hulu, Netflix and iTunes.

The on-TV program guide paradigm worked well when the TV was the only place to access cable TV networks and shows. However, it is increasingly being regarded as substandard when compared to other VOD type services that have adopted “picks and clicks” merchandising models. In order to maintain their dominance not only of providing the fastest internet connection, but also being the content providers and programmers to an increasingly mobile consumer, the cable companies must adapt the way they present content to users across all possible screens. Cable providers have the opportunity to

increase their share of content consumption by “owning” the customer interface not only on the TV set, but also on computers and mobile devices.

Rather than being forced to compete on factors that diminish their margins, cable providers have an opportunity to compete on how well they know each of their subscribers. In order to do this, they need to implement a system that allows them to leverage their existing user data to build a truly unique service, tailored to each individual subscriber. And by partnering with each subscriber, allowing them to take ownership of the creation of their personal experience, they make it difficult to want to leave a service that they have devoted their time and energy to.

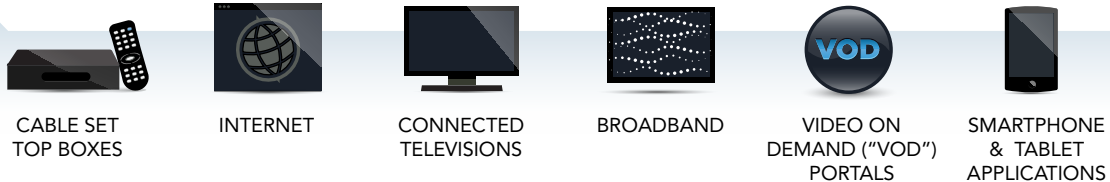
Every cable TV subscriber lost represents lost subscription fees and lost control over the opportunity to generate on-demand revenue.

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What Sidebar's Technology Can Do for Cable Operators

Sidebar's Smart Menu™ personalization technology enables a cable company to present personalized interactive programming guides (IPGs) for viewing and recording TV shows and movies across their entire distribution ecosystem, including:



By personalizing the way that each customer interacts with free and paid content, across scheduled "live viewing," on-demand and recorded content options, Cable operators can create a more meaningful, lasting and profitable relationship with their customers.

Sidebar's next-generation approach to personalization represents the only effective way to provide personalized video content at the right time—and on the right screen. Sidebar's focus on multi-platform personalization has driven its choice of technologies and the tools the company has invested in.

At the heart of Sidebar's Smart Menu™ technology system is a "machine learning" engine that builds prediction models for each user by tracking and analyzing their specific behaviors within the operator's ecosystem, such as:

- How the user interacts with the broadband portal
- What shows the user records from his/her smartphone application
- What movies he/she rented On Demand
- What shows he/she never watched, etc.

Importantly, Sidebar updates its prediction models every hour. By tracking usage over time and by time of the day or day of the week and incorporating this knowledge into its analysis, the Sidebar system can more effectively predict TV consumption than any other technology approach. People's tastes change and the popularity of TV series or movies on demand changes quickly.

Sidebar's proprietary technology empowers cable operators to "know" what their customers actually want in real time and to present content choices based on this knowledge.

PHASED IMPLEMENTATION STRATEGIES

Sidebar allows operators to ease into personalization with one service and then grow across multiple services. Each touch-point that is plugged into our platform feeds customer usage data into a common engine. This engine leverages the holistic customer data from each service to create a persistent, personalized content, service and messaging distribution ecosystem built around each individual user. This creates an intimate and valuable customer relationship—and an addictive user experience that encourages increased adoption and more consumption.

SMART MESSAGING™

Sidebar's Smart Messaging™ technology is a complementary tool that closes the loop on a cable operator's personalized service offering. Our system delivers highly relevant outbound messages that your users will want to see via the set-top box, mobile (via in-app alerts, or SMS messaging) and email communications. Smart Messaging continuously drives users back to increase usage and frequency of your Smart Menu enabled services.

About Sidebar, Inc.

Sidebar is a next generation, multi-platform personalization technology company.

Sidebar's enterprise grade Smart Menu™ platform helps you get the right content in front of your consumers by enabling real-time personalized experiences for each subscriber across your content delivery ecosystem.

Our Machine Learning hybrid engine allows us to offer personalization solutions to meet any use case. Whether you have a thousand or hundreds of thousands of content items in your library, few or many repeat visitors, one or many CMS, platforms, devices and services, Sidebar has the right tools to differentiate your offering and deliver measureable benefits for your business.

Since 2007 we have invested over 50,000 hours of engineering to build and improve our industry leading solutions. Today we are personalizing the user experience for hundreds of millions of consumers with telecom and cable operators, platform providers and storefront partners across the globe.

The Sidebar Smart Menu™ Solution

Sidebar's Smart Menu™ platform is a thin layer that sits behind your CMS, providing access to our powerful cloud-based "brain" that constantly learns about your users from their behaviors. This knowledge enables you to deliver the most relevant content to each individual at the right time, and on the right screen.

A HYBRID APPROACH

The engine at the core of the Smart Menu™ platform takes in your user's behavior and your content library and employs a blend of predictive techniques to derive probabilities of content conversion for each user. Rather than take a one-size-fits-all approach, our Machine Learning technology is flexible to allow the incorporation of complementary techniques such as Collaborative Filtering, Latent Semantic Indexing and Cluster Analysis to match the right methodologies and algorithms to each specific use-case.

TAILORED TO YOUR BUSINESS NEEDS

We incorporate data analysis and modeling to reveal the attributes within your system that will have the most impact on prediction and your business metrics. Additionally, we offer a proprietary Optimization Layer consisting of business rule modules that are infinitely configurable to allow you to hone our system to meet your needs. The Optimization Layer's built-in modules include: ROI maximization, dynamic pricing, device contextualization, location awareness, targeting, social network inputs and more. The true power of our system is that Sidebar can custom-make modules according to your own business rules, segmentation and observations.



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Product Features

Sidebar's core platform incorporates a complex set of capabilities to successfully deliver the power of true personalization across various platforms, operating systems, devices and content standards.

The Right Content 

The Right Message 

The Right Device 

The Right Time 

The Right Price 

The Right Location 

PLATFORM AND DEVICE CONTEXTUAL PERSONALIZATION

The Smart Menu platform learns how users consume content differently on their mobile, TV, PC, console, tablet, eReader, etc... and makes recommendations unique to each device. Additionally, Sidebar leverages user behavior across devices and platforms to create a global understanding of each customer.

REAL-TIME API

Our platform is constantly updating its predictive maps; a necessity for personalization in our dynamic world where tastes are fickle and content is changing every hour of every day.

ENTERPRISE SCALE

In order to produce timely recommendations our system processes massive data sets in a battle tested cloud-based architecture that handles many billions of predictive transactions on a daily basis. Our platform can deliver round round trip request/response time in less than 32ms.

COMPLETELY AGNOSTIC & PRIVACY COMPLIANT

The Smart Menu™ platform handles your users as anonymous entities thereby maintaining total user privacy. We don't require any personally identifiable information (PII) for the creation of our prediction models. Similarly, content (including advertising), and its attributes are defined by numeric identifiers which allows our system to be language and content type agnostic.

MODULAR BUSINESS RULE OPTIMIZATION

Our Optimization Layer consists of several modules and business rules that allow our clients to completely tailor personalization to their needs. Sidebar can create customized modules to meet nearly any use-case.

LOOSELY COUPLED ARCHITECTURE

Our technology was designed with ease of integration in mind. We provide a RESTful (HTTP/JSON based) architecture with a flexible, dynamic runtime API. Implementation of the Smart Menu™ platform requires no system downtime and deployments typically launch within 90 days using minimal resource commitment.

TAILORED TO YOUR BUSINESS NEEDS

Sidebar can run your historical data through our platform to understand the features that make your domain unique. This analysis is used to optimize our personalization engine to meet your business goals.

HARNESSING SERENDIPITY

By presenting content choices outside of what a user would normally receive, we successfully introduce new items that we could have missed or confirm that our existing observations are correct.

METADATA ENHANCEMENT

Sophisticated content taxonomy techniques are used to analyze your catalog to find deep, "inferred" connections that enrich your metadata to best represent your library within our system.

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Contact Us

Find out how Sidebar can improve your ability to create meaningful interactions with your customers and increase overall revenue and customer satisfaction. Contact us at bd@sidebar.com and visit our website.

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BUSINESS DEVELOPMENT INQUIRIES

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