



PERSONALIZED VIDEO PROGRAMMING

Increase video views and engage audiences across all devices in real-time

What is IRIS.TV?

IRIS.TV enables publishers and marketers to maximize video ROI by increasing **video consumption, user engagement, and retention**

The **IRIS.TV Video Programming Platform** is a lightweight API made up of three components that easily integrates into your existing video environment.



Adaptive Stream™

Video Personalization

In-stream personalization engine uses adaptive machine learning to program the right content to the right viewer across all devices in real-time.



Asset IQ™

Automated Data Structuring

This system ingests asset metadata, maps, and standardizes it in order to optimize for programming. Taxonomy creation and natural-language processing also available as needed.



IRIS Vision™

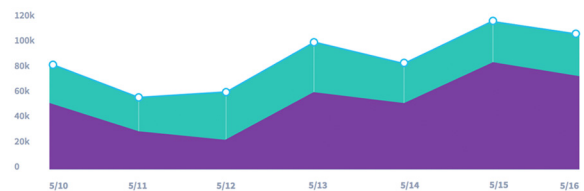
Business Intelligence & Programming Management

Actionable insight on asset performance that enables editorial, product, and revenue teams to make specific data driven decisions. Analytics dashboard, business rules management portal, and dedicated account management to establish and track goals.

Why IRIS.TV?

Video Performance

● INITIAL VIEWS ● RECOMMENDED VIEWS — TOTAL VIEWS



Within one month of integration, IRIS.TV customers on average experience:

Consumption

54% increase in total monthly views

Engagement

62% increase in views per sessions

Retention

10% reduction in bounce rate

FOR AD-SUPPORTED MODELS

Increased user engagement and views = More Ad Inventory and **Higher Revenues**

FOR SUBSCRIPTION MODELS

Increased content relevancy = higher viewer satisfaction and **Subscriber Yield**



IRIS.TV has turnkey integration with all major OVPs. Contact Robert Bardunias (robert@iris.tv) for more info and a free trial.

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