

TCS Personal Media Manager Platform

Media and Information Services

Media consumers today are in a constant state of wonderment. There has been an enormous content explosion, aided by the increase in technological capabilities, the adoption of smart devices, and the increasing influence of social media. Moreover, the concept of personalized content is gaining precedence, with consumers having unlimited options on how, when, and where they would like to view or hear their content of choice. Enabling content discovery and management in tune with consumer preferences can be a key differentiator for content companies, helping them enhance end-user experience even as they strive to meet the ever-evolving content needs and stay competitive.

Tata Consultancy Services (TCS) presents the Personal Media Manager Platform (PMM), a core service-oriented content recommendation and aggregation platform focused on intuitive content discovery, personalized recommendations, and consumer experience on new media platforms. The platform helps companies leverage technology and existing integrations with multiple media sources to build branded second screen and promotional applications.

Overview

Consumers today are overwhelmed with choices: a high number of TV channels, over-the-top (OTT) services, and varied digital platforms. Social media discussions, third-party content aggregations, and narrowly focused recommendation engines are intended to help identify the most promising content, but end up adding to the noise. Consumers are therefore perplexed about what content to watch, where (which device or channel), and why. Media companies are continuously challenged to stand out in such a scenario and build an experience where content finds the relevant audience, and not the other way around.

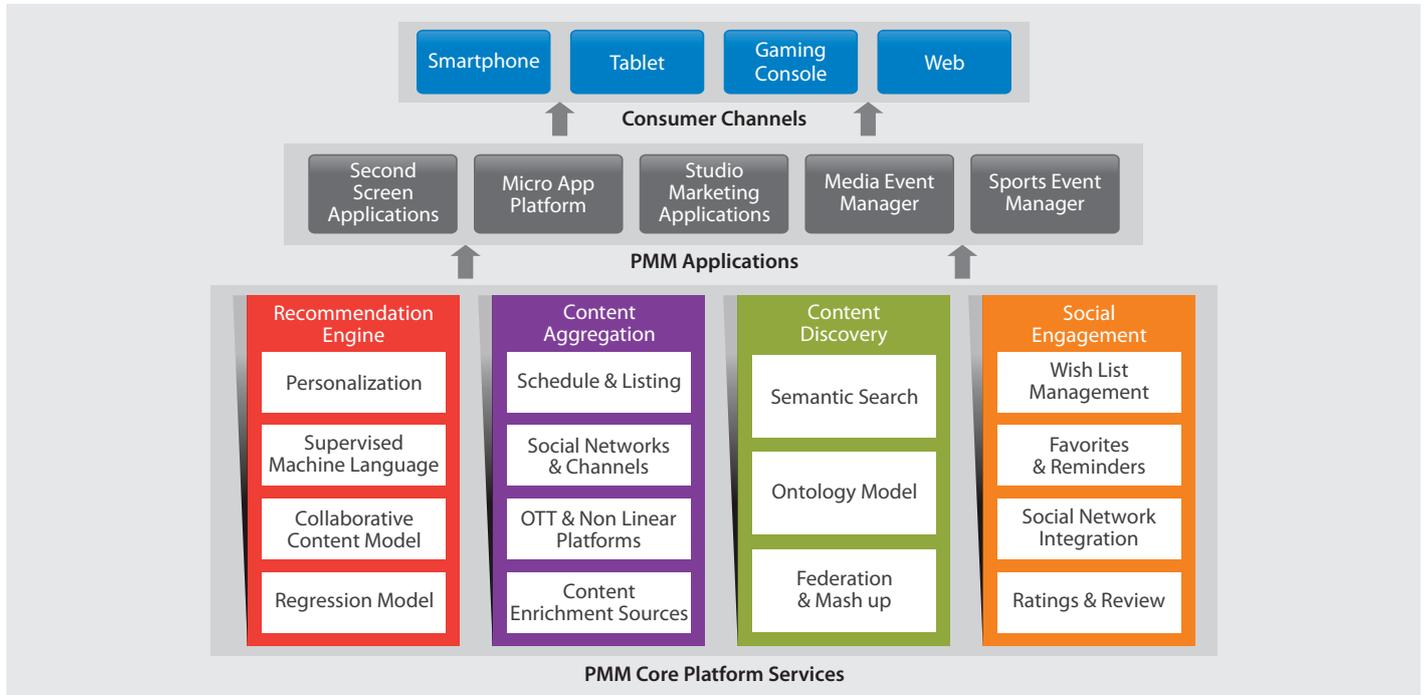
TCS Personal Media Manager Platform enables you to build second screen and promotional applications on new media platforms. The platform has four key components:

1. **Recommendation engine:** Personalized recommendations based on the behavior of users and their social media connections, and media consumption patterns from other non-linear and OTT sources
2. **Content aggregation:** Integration with major social networks, programs, and schedules, OTT channels, and other content enrichment sources to highlight relevant information, including movie trailers, photographs, user generated content, program reviews and ratings, casts and celebrity profiles, and recent news
3. **Content Discovery:** Intuitive discovery of content from multiple sources
4. **Social Engagement:** Interaction and screen-sharing with friends; setting up of favorites and reminders, participation in discussions and reviews

Benefits

The Personal Media Manager Platform has been designed to help you improve the discovery and delivery of an engaging experience on smart devices.

- **Easily create content apps:** Build multiple web or mobile apps around second screen or digital marketing through one single platform that can be adopted at the enterprise level.
- **Provide relevant, useful information to consumers:** Leverage the solution's inbuilt integration with external media sources including social networks, electronic program guides (EPG), ratings providers, and OTT providers to add to the program data.
- **Enable content discovery:** The recommendation engine facilitates discovery based on users' interests, social graph, and the popularity of the content.
- **Go to market faster:** The solution is packaged with ready to use templates and core platform services to brand the platform as per your needs, significantly enhancing the speed to market.
- **Increase returns on investment:** The solution provides a high return on investment with:
 - 40 to 50 percent reduction in time and effort in terms of launching new second screen or promotional apps
 - At least 30 percent improvement in targeting advertisements and enabling personalized delivery
 - Significant increase in 'consumer stickiness' – through accurate prediction of their media interests and delivery of personalized content



An Overview of TCS Personal Media Manager Platform

The TCS Advantage

The PMM framework has been built with open architecture, well-defined industry taxonomy, and scalable cloud-enabled infrastructure for unrestrained computing power. It leverages Big Data for consumer analytics and content enrichment.

Our framework is further differentiated by:

- **Personalization:** The framework uses a unique and patented personalized recommendation methodology as compared to traditional cluster-based recommendation or basic regression approaches. It takes into account consumers’ interactions and engagement with the system, consumer interests, and the activities of friends, social networks, and social influencers, as well as consumers’ behavior in other digital, non-linear, and over-the-top sources.
- **Content centric, yet source agnostic:** PMM integrates and aggregates data from various external sources that provide highly enriched data about the entertainment program, including its social media trends combined with the user’s social graphs.
- **Semantics and federated content discovery:** The framework has the ability to search for content across multiple sources, using ontology driven models.

Contact

To know more about TCS Personal Media Manager Platform, contact global.me@tcs.com

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India’s largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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