



# IRIS.TV

PERSONALIZED VIDEO PROGRAMMING

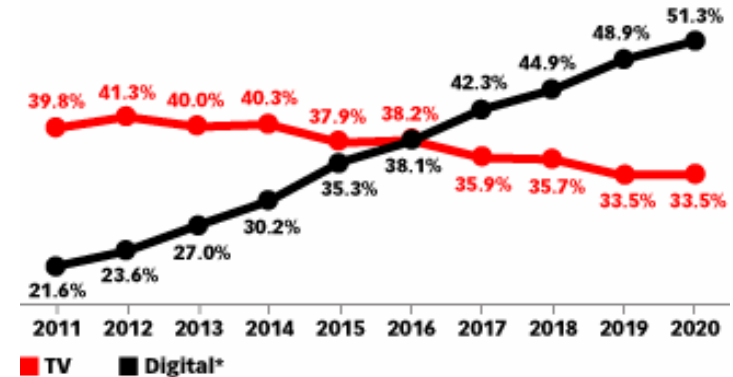
JOEL SPITALNIK  
VICE PRESIDENT ENGINEERING

*Serve advertisers by providing them audiences to watch their commercials*

## The Model:

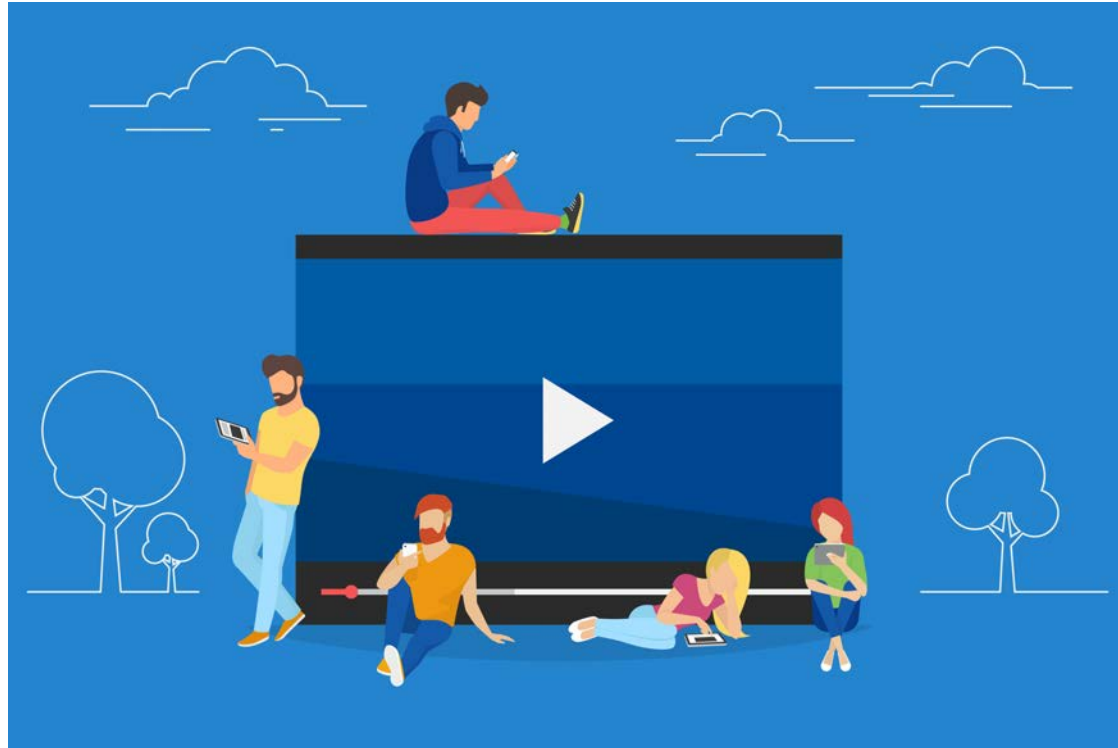
- Decide what to make
- Program linear TV schedule
- Research & Measure
  - Analyze Ratings
  - Industry Trends
  - Competitors

**US TV vs. Digital\* Ad Spending Share, 2011-2020**  
% of total media ad spending



*Note: based on net media owner revenues; excludes political and Olympic ad spending; \*includes desktop and mobile advertising*  
Source: Magna Global, July 14, 2016

*Technology is continuously changing the user's experience of content*



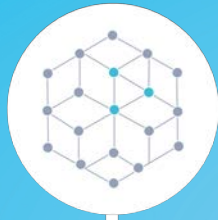
# NETFLIX



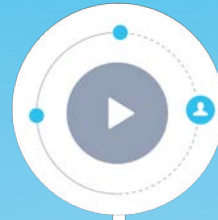
# NEW MODEL: Personalized Video Programming



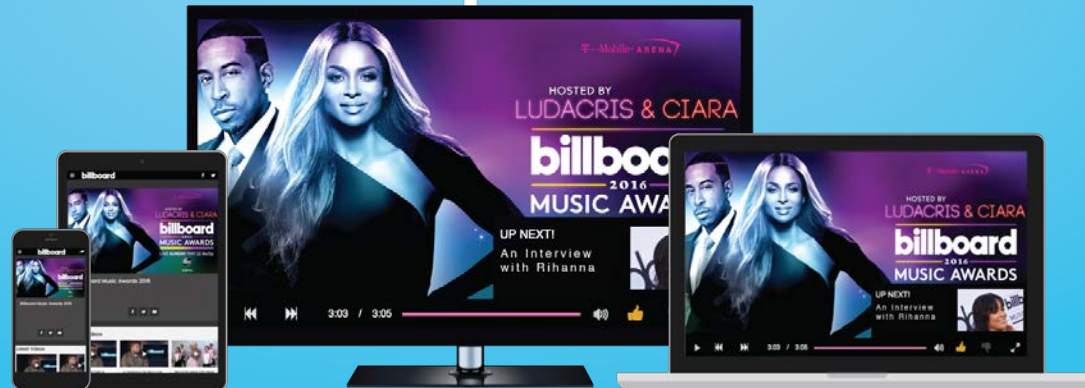
ARTIFICIAL  
INTELLIGENCE



VIDEO  
PERSONALIZATION



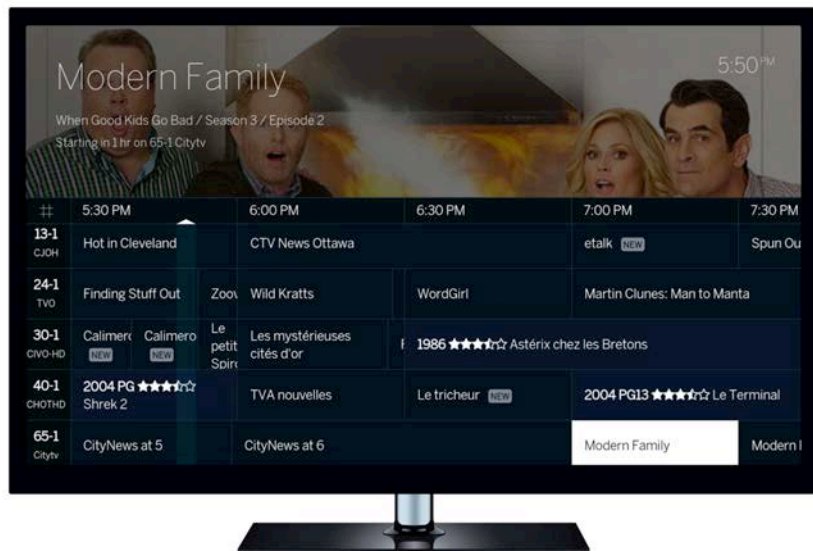
BUSINESS  
INTELLIGENCE





## OLD

EVERYONE SEES THE SAME PROGRAM



## NEW

EVERY VIEWER HAS A UNIQUE EXPERIENCE

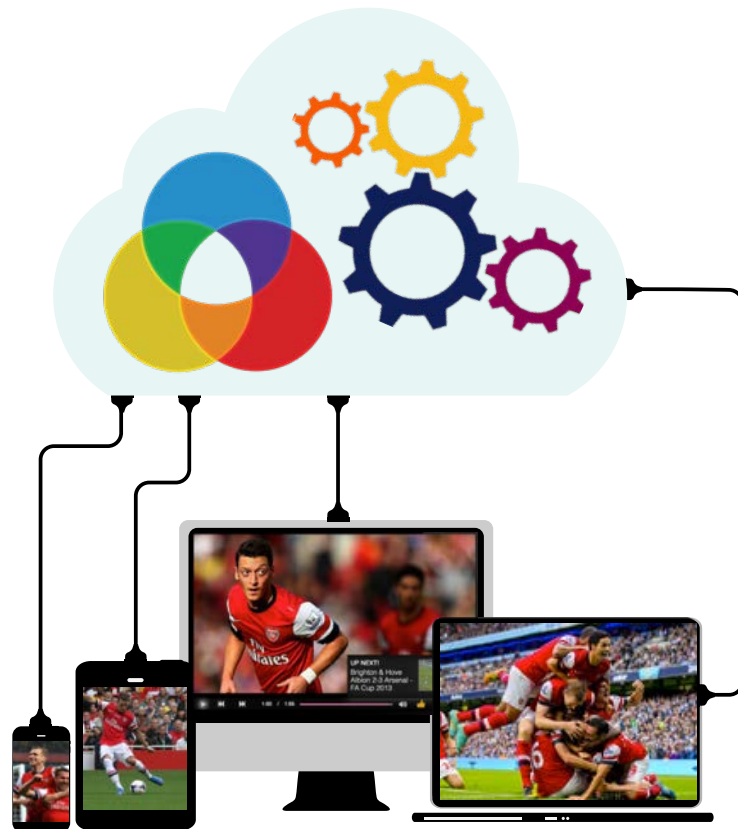


## What is IRIS.TV?

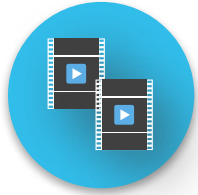
The **IRIS.TV Video Programming Platform** enables publishers and broadcasters to engage their audiences on a one-to-one level at scale.

Our system is made up of three core components that leverage artificial intelligence & machine learning

- Video personalization across all devices
- Automated data structuring
- Business Intelligence & Programming Management



# How to Personalize Video?



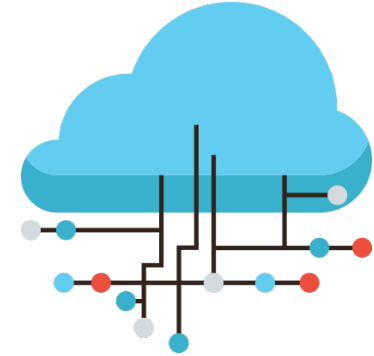
Contextual  
Analysis



Consumption  
Analysis



Audience  
Analysis



Programming  
Controls

Video



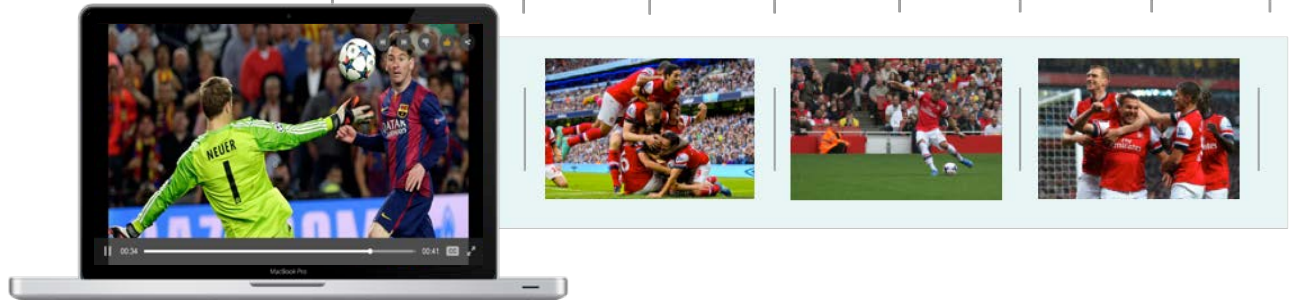
Video



Video

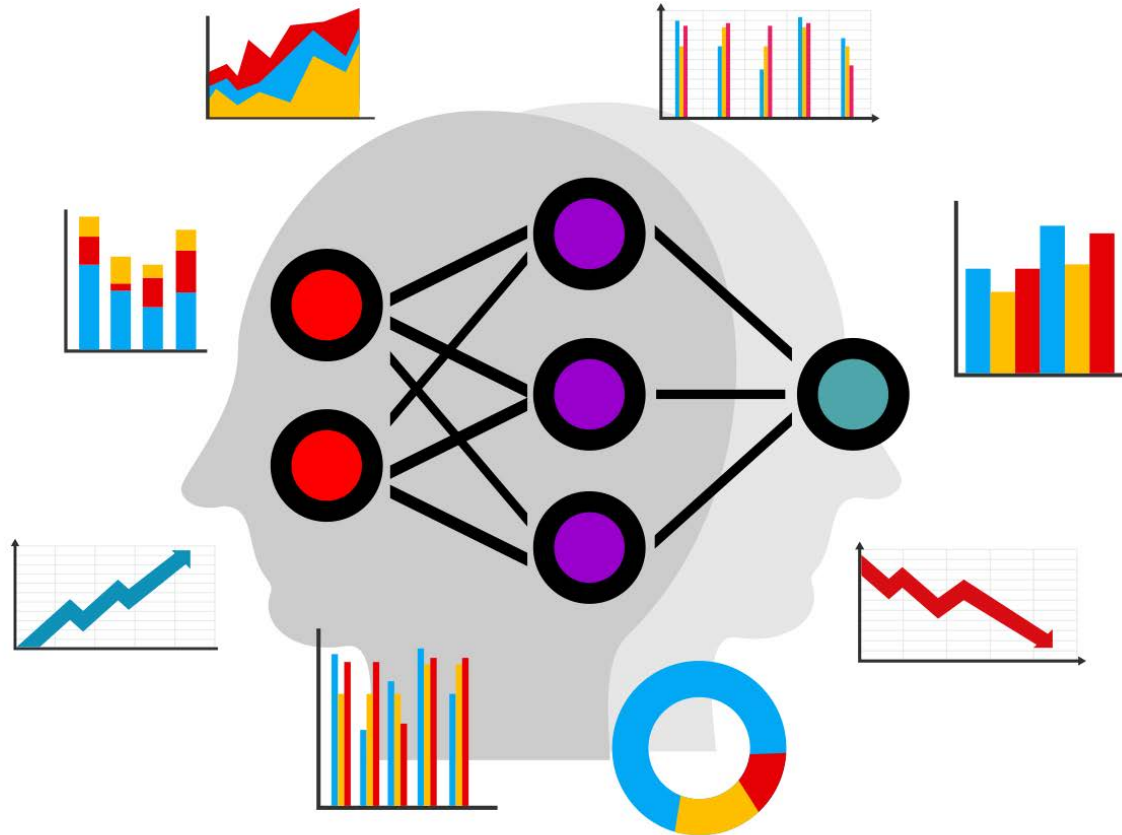


Video





# The Feedback Loop



# What is the Appropriate Balance Between Human and Machine?

*Little subject matter expertise / insufficient access to suite of analytical tools*



*Lots of subject matter expertise / little access to suite of analytical tools*



*Iterative interaction – as far as possible, human informs machine, machine infers rules*

# Featured Customers



Time Inc.

NORTHERN  
& SHELL  
| AUDIENCES  
AT SCALE |

t tribune  
PUBLISHING

 RODALE



People

 Little Things.com

Rolling Stone

the CHIVE  
Probably the Best Site in the World

Los Angeles Times

Sports  
Illustrated

 EXPRESS