Synamedia
Go.Enrich

Compelling Content Discovery experiences are built on a foundation of rich metadata

Today's viewers are consuming television in a very different way than a few years ago. Time-shift and on demand viewing are on the rise, while it is no secret traditional linear TV is declining as a result of this shift. Service Operators and Content Owners you have vast libraries of content that could help generate more minutes watched if the content could be found by viewers. One proven strategy is to develop a direct relationship with consumers to improve interaction and gain data insight directly from your platform.

To successfully build these direct relationships with consumers your service needs the richest metadata set possible to ensure your consumers find and enjoy all the content you have to offer.

Maximise the depth, originality, and quality of your metadata to enhance

Go.Enrich enables you to create engaging and effective content discovery experiences. Our solution uses various technologies and data sources to add context to your existing metadata, allowing you to elevate your entertainment offerings. With Go.Enrich, you can add new dimensions to your content discovery experience, allowing you to provide a more immersive and engaging experience for your viewers.

Synamedia Go.Enrich helps you boost your revenues with AI-driven metadata tools. Our platform makes it easy to discover content and deliver a content-first experience that makes the most of revenue opportunities.
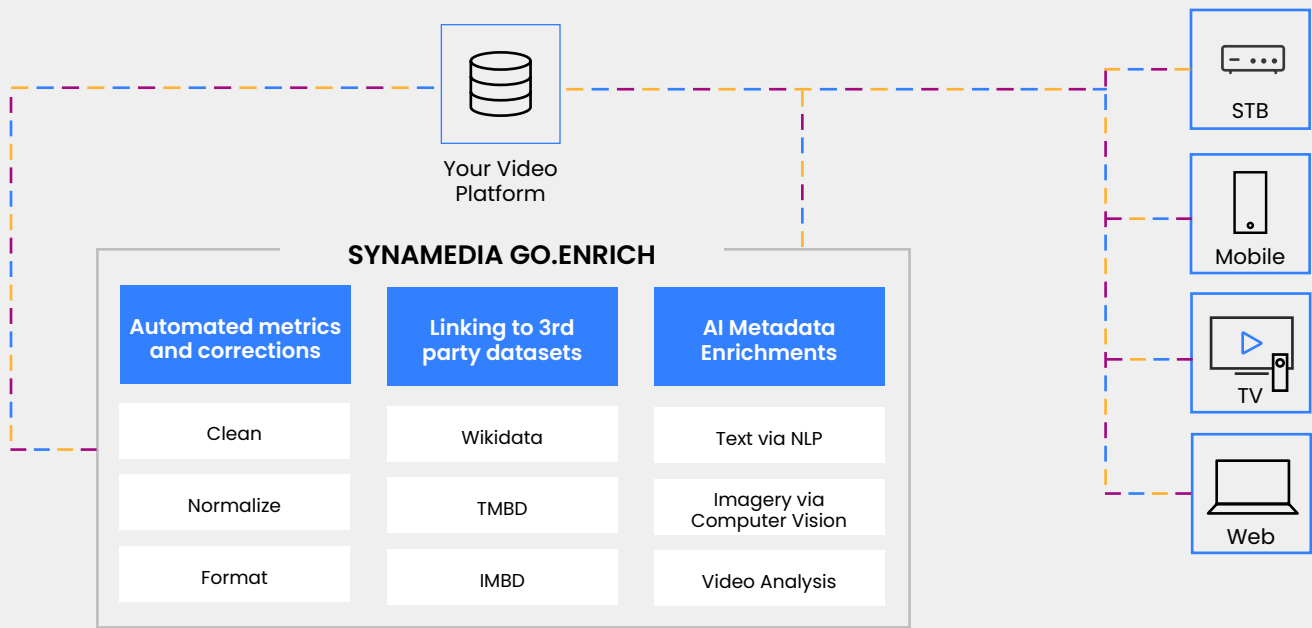
We provide an AI-driven enrichment process to transform sparse data sets into valuable content for your viewers. It is easy to set up data flows and enable

enrichments with a few configuration changes. You can even add custom enrichments according to your data flow framework.

Highlights

- Generate more monetization opportunities for your entire content inventory, new and old.
- Effectively capture more subscribers going direct to consumer.
- Streamline your operations with simplified workflows.
- Unify your discovery experience with consistent, enriched data across all titles.

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Automated metrics and corrections	Linking to 3rd party datasets	AI Metadata Enrichments
Clean	Wikidata	Text via NLP
Normalize	TMBD	Imagery via Computer Vision
Format	IMBD	Video Analysis

Your Video Platform

STB

Mobile

TV

Web

Features and Benefits

Synamedia Enrichment Process

- **Named Entity Recognition (NER)** - Add contextual tags to your content to enable "Topification".
- **Content Cross-Linking** - Link to external references on the web and across social media platforms.
- **Translations** - Localise content for consumption in other territories.
- **Availabilities** - Add content availability on other channels and services.

Enriching with Third-party Data

- **Trailers** - Add YouTube or IVA Studio trailers to your content.
- **Ratings** - Supplement content with user & critics ratings from IVA, RottenTomatoes, TMDb or IMDb.
- **Imagery** - Extensive stock of content posters, banner images & stills.
- **Moods** - Offer new navigation paths in the data by linking moods and emotions tags from specialist providers.

Go.Enrich AI Enrichment Modules

- Enables sparse data sets to be enhanced and then built upon to deliver great content discovery experiences to end-users.

Depth, Originality & Quality

- Once you have a data flow setup with Go.Aggregate, it is a straightforward configuration change to enable any of the supported enrichments.
- Add your own custom enrichments within the data flow framework designed for your service and workflow.

About Synamedia Content Discovery Solutions

With a comprehensive portfolio of products serving customers in the world of video entertainment, Synamedia Go and Synamedia Go.Enrich enable streaming services to deliver advanced content discovery experiences. Foundational to content discovery is great metadata and that's what Go.Enrich delivers. Go.Enrich can be deployed standalone or as an optional add-on module to the Synamedia Go streaming platform.

Next Steps

Learn more about **Synamedia's Video Platform Solutions**.

For more information, **contact us**.

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