

# CONTENT DISCOVERY WOW. AND NEXT.



Great content wows your audience — but only if they can find it. This is where Red Bee Media's Content Discovery comes in.

We enhance your audience's relationship with the content they see, so encouraging them to see more. We do this through rich information, dynamic images and engaging trailers. The result? Your audience doesn't just find content but they enjoy the journey of seeking the right content for them.

## How metadata brings your content to life

Metadata is at the heart of creating targeted content recommendations. By cataloguing linear schedules, digital listings, synopses, titles and a multitude of other data points we can bring structure to, and enrich, your content to its fullest potential.

## The key to getting to know your audience? Effective analytics

Analytics enable you to measure and account for programming assets across several platforms. Numerous functions — including pre- and post-air reports, and content tracking across OTT — all serve the same goal: to know your audience better so you can serve them better.

Red Bee's Content Discovery is a modular stand-alone service or available as part of a managed service solution.



## KEY BENEFITS

- Seamless cross-platform configuration
- A global dataset for one-stop convenience
- Broad multilingual support
- Support for multi-region operations
- No need to deal with multiple data vendors or service providers
- Highly-skilled editors, sensitive and culturally aware

## HARNESSING THE GLOBAL POWER OF IMDb

The world's most popular and authoritative source for movie, TV and celebrity content.

- Influence consumer viewing
- Easier to find and choose content
- Share popularity awareness
- Drive users to purchase and subscribe to content
- Strengthen the value of your brand and service



### How your audience benefits

- Accurate and always up-to-date
- Localized and multilingual
- Rich and informative
- Seamless across all screens and devices
- Personalized recommendations

### The essentials

- Database of more than 10 million video and audio assets
- 25 languages supported
- Image database covering 90% of all linear and non-linear programming
- Over 300 editorial and metadata experts
- More than 10,000 streaming/OTT/VoD sources globally

### Brands delivering WOW with Red Bee include:

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Red Bee helps the world's strongest brands and content owners instantly connect with people, spanning cultures, continents and languages. We engage and grow your audiences at epic volume, astonishing speed, in amazing quality.

- Unique end-to-end media capability
- Innovation and exceptional service
- Integrated modular services
- Pioneering technology



### WOW YOUR AUDIENCE WITH RED BEE.

If you're interested in Red Bee end-to-end services, then contact us to find out more:

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