

ThinkAnalytics selected by Deutsche Telekom for personalized content and discovery for its TV offerings

London and LA – 11 September, 2019 – [ThinkAnalytics](#) today announced that [Deutsche Telekom AG](#) is deploying ThinkAnalytics for personalized content discovery on its pay-TV and OTT services in what will be one of Europe's largest rollouts of advanced search and content discovery platforms. First to go live with the cloud-based service, in July 2019, was Croatia Telecom (Hrvatski Telekom, HT) on its OTT-TV service. Roll-outs in further countries are planned.

This deployment with ThinkAnalytics will support more than 10 languages, with some countries offering services in multiple languages. ThinkAnalytics is working in partnership with [Pan-Net](#), Deutsche Telekom's pan-European technology unit, whose single, standardized, cloud-based infrastructure will support future deployments.

Deutsche Telekom chose ThinkAnalytics on the strength of the company and its technology, its market-leading position, and proven ability to deliver against business KPIs such as deepening subscriber engagement, boosting loyalty and raising ARPU. Another contributing factor was the results achieved using ThinkAnalytics at HT.

ThinkAnalytics' AI and machine learning will allow Deutsche Telekom to gain insight into viewer behavior and preferences. It will use this real-time understanding to personalize each viewer's experience with intelligent search and recommendations that attract and further engage subscribers.

"After careful evaluation of a number of solutions, we chose ThinkAnalytics' solution because of its track record and its support for multiple languages. Using the service we expect to create an even more compelling proposition for our TV subscribers across DT. Personalization will become a key differentiator for us," said Marc Schwarze, VP TV Delivery, Technology and Innovation, Deutsche Telekom.

"With the launch of a single, large scale cloud-based backend infrastructure to support multiple TV services across Europe, Deutsche Telekom has delivered on its vision. We share a common goal with the Pan-Net team as we collaborate on bringing Deutsche Telekom viewers a game-changing TV service that personalizes the experience and encourages subscribers to try new content. The result, as we have seen in our other deployments across the world, will be a fast return on investment," added Simon McGrath, COO at ThinkAnalytics.

About ThinkAnalytics

ThinkAnalytics is the leading content discovery solution worldwide, enabling video service providers, studios, broadcasters and media companies to deliver personalized experiences to their customers resulting in significant uplift in viewer engagement, loyalty and ARPU.

ThinkAnalytics delivers content discovery and viewer insights to over 80 video service providers serving more than 250 million subscribers in 43 languages. Customers include: Astro, BBC, Cox, DAZN, Deutsche Telekom, Liberty Global, PCCW, Proximus, Rogers, Sky, Singtel, Tata Sky, Viacom18 and Vodafone.

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