

## Intelligent Programming Solution on AWS

### AWS Cloud-Based, AI-Powered Media Management Platform

Customers want to provide live viewing experiences on-line and are looking to utilize their existing rich asset libraries to provide a dynamically curated experience.

#### INDUSTRY PROBLEMS

The transformation from traditional linear scheduling on TV to personalized viewing experiences on-line has many challenges associated with it. Reproducing the traditional linear TV experience on the Web is not sufficient for many viewers. The expectation, especially from digital natives, is for a compelling, dynamic experience, comparable to the most innovative of video social media sites. Other challenges that live broadcasters face is that manually programming live schedules is time consuming and costly. They also struggle with how to maximize use of existing rich asset libraries that are tagged and organized into collections with contextual aware labels.

#### NOMAD SOLUTIONS AND BENEFITS

Nomad Intelligent Programming provides tailored content to viewers without having to manually program. This is achieved via Intelligent Playlists that provide dynamically generated content from the customer’s asset library based on a set of search criteria. To compliment this Intelligent Scheduling provides dynamically programmed content that maps to a time-based schedule. This allows for automatically programmed blocks of the schedule whilst interweaving live broadcasts for primetime.

#### COMMON USE CASES

- TV Broadcasters
  - News Organizations
  - D2C Streaming Services
  - Live Events
  - Scheduled programming
  - Migration TV->Web
  - Dynamic themed viewing
  - Maximizing existing asset library usage
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- Auto creation of playlists from existing asset library
  - Time-based schedules built from asset libraries
  - Live broadcast interwoven with schedule

#### COMMON CHALLENGES

- Transition from linear scheduling on TV to on-line
- Traditional TV experience on the Web not sufficient
- Expect a compelling, dynamic experience online
- Manually programming live schedules time consuming and costly
- Utilizing existing rich asset libraries that are organized into collections with tags

#### NOMAD SOLUTIONS

- Tailored content without having to manually program
- Dynamic viewing based on a set of search criteria
- Map content to a time-based schedule
- Include live broadcasts with auto curated content in schedule

#### NOMAD BENEFITS

- Migration from traditional linear TV scheduling to online viewing
- Power compelling, competitive online experiences
- Reduce time consuming and costly manual programming of live schedules
- Maximize use of existing libraries of rich content