

Industry News

Latest stories from around the world
Pre show previews from exhibiting companies
Blogs on the key trends and hot topics



Media Distillery and NLZIET Partner to Transform Content Discovery

Thu 10, 11 2022

IABM Media Tech Intelligence

Market leaders for data, research and media tech intelligence reports in the Broadcast and Media Industry.

[View Reports](#)



Highlights:

- Dutch streaming service **NLZIET** and video understanding experts **Media Distillery** are joining forces to collaboratively explore how viewer engagement and customer experience can be improved via the AI-fuelled solutions from Media Distillery
- A beta-test between Media Distillery and NLZIET has demonstrated strong support for topic-based content discovery among NLZIET users

Amsterdam – November 10, 2022 – Media Distillery, leading AI technology provider in video UX optimisation, and Dutch streaming service **NLZIET** announce their partnership to improve customer experience through topic-based content discovery.

"Media Distillery is the natural partner for NLZIET," comments NLZIET CTO, Sander Kouwenhoven. "We both believe that innovation is the key factor for taking the quality of video entertainment to the next level."

"We've only just begun to grasp the myriad ways AI can provide consumers with more personalised, user-friendly experiences, and we're excited to discover more," said Roland Sars, Media Distillery CEO.

NLZIET is a fast-growing Dutch OTT streaming service owned and operated by the country's three major broadcasting groups (NPO, RTL and Talpa), offering the biggest online collection of content from Dutch broadcasters. It provides live TV, catch-up (replay) and on-demand content.

NLZIET is leveraging the latest Media Distillery solution **Topic Distillery** to give viewers faster access to relevant content. With the metadata generated by Media Distillery automatically and in real-time from NLZIET broadcast streams, NLZIET can add such game-changing features as:

- The ability to find content that could not be found previously, based on the topics detected in the content
- The ability to quickly jump to particular parts of a show, by means of automatically generated chapter markers and chapter titles
- The ability to quickly decide whether a programme is of interest by seeing what topics are present in a show

One of the challenges NLZIET faces is that, especially for non-scripted live programmes like news, talk shows, actuality shows and sports programming, there is a lack of descriptions of the actual topics inside a programme. Due to the nature of these shows, the programme description provided in a TV guide / EPG is typically very limited and superficial and offers little informative value. An example would be the news: EPG descriptions typically state that a news programme contains news of the latest internal and foreign affairs and the weather, instead of more specific topics such as, for instance, the war in Ukraine, the Eurovision Song Contest, Will Smith or the Champions League Final. With Topic Distillery, such topics are detected and added to the metadata.

This way, whenever a user searches for a specific theme, relevant content from the non-scripted shows can be discovered, accessed and watched. This generates a far richer array of content of different types and sources.

In addition, Topic Distillery detects the start and end of a segment, and assigns automatic chapter markers and titles, which are added to the NLZIET player interface. This allows viewers to quickly jump to topics of their interest, skipping the parts of less interest.

Topic Distillery is enabling NLZIET to differentiate from competitors, to create a sticky and engaging video environment and to nurture viewer loyalty that prevents churn. Moreover, it is giving subscribers high-utility tools that meet the needs of today's way of watching TV.

"With Topic Distillery, users no longer need to watch a whole programme to find their desired content, and content consumption is much easier. This solution could really transform the non-scripted live TV watching experience. By making more content easily discoverable, Topic Distillery prolongs the lifetime value of the content," Kouwenhoven added.

Preliminary results suggest strong demand
















The first project in the joint Media Distillery-NLZIET agenda is aimed at improving and expanding the range of search recommendations. "We're improving content discovery by developing and adding more context to programming," explains NLZIET's Kouwenhoven.

During the first beta test in NLZIET apps, participants were asked to evaluate their viewing experience based on the following features:

- Expanded and more meaningful title descriptions: talk shows, sports, actuality shows, etc.
- Topic-based upgrade of the search in the catalogue
- Possibility of watching short segments alongside long-form content

According to the survey, users see significant value in what the solution enables. For example, while 85% of respondents said they manually scroll through the video timeline to find interesting parts, 90% would be interested in jumping straight to the segment of choice.

Latest Posts

-  **Amagi Raises Over \$100 Million from General Atlantic to Propel Growth as**
-  **Jigsaw24 Media promotes Chris Bailey to Head of Innovation**
-  **Laura Thommen joins Cinegy to strengthen US presence**
-  **Media Distillery and NLZIET Partner to Transform Content Discovery**
-  **Clear-Com Helps Harvard Athletics Enhance Production Value**
-  **Proximus Selects 3Ready to Power New Pickx Experiences on**
-  **Chyron's PRIME 4.6 Helps Content Creators Harness Power of the**
-  **NUGEN AUDIO ANNOUNCES EXECUTIVE PROMOTIONS**
-  **"Who you are matters": Net Insight addresses the future of**
-  **Validation for ATOMOS' Hardware & Cloud Strategy**
-  **Limecraft launches Self-Service Onboarding at SATIS 2022**
-  **Densitron plans showcase of latest innovations for Inter BEE 2022**
-  **Japanese Sports Broadcast Specialist Nexion Turns to LiveU for**
-  **Proximus and Lawo Receive Prestigious AV Award for a**
-  **MASV Integrates With Object Matrix, Making Media Ingest Faster for**

Furthermore, chaptering has been found to provide users with more control over the desired topics (72% of responses) and give a better idea about what the content is about (74%). A staggering 92% of respondents said they would use the solution when it becomes available.

The partners are currently testing several additional new features. New forms of chapterisation are in development as well as improving the search functionality by means of topics detected by Media Distillery. This would allow viewers to quickly navigate in the playbar to specific topics without needing to search, and to watch items in a novel way that suits them: as bite-sized snacks.

The partnership has already had a promising start. In addition to a successful beta test, NLZIET and Media Distillery have been nominated for three **VideoTech Innovation Awards 2022** for improving viewing experiences.

The collaboration has been partially supported via the **STADIEM** (Startup Driven innovation in European Media) Incubation and accelerator programme, the grant from which has been received by Media Distillery.

About NLZIET

NLZIET is a Dutch OTT streaming service owned and operated by the country's three major broadcasting groups (NPO, RTL and Talpa), offering the biggest online collection of content from Dutch broadcasters with more than 200,000 movies and TV shows. It provides live TV, catch-up (replay) and on-demand content. With the streaming tv-service NLZIET, viewers can watch a broad range of content from the three largest Dutch broadcasters in one place, but also regional tv and Insight TV. By using the apps for web, mobile, Apple TV, Android TV, Fire TV and smart TV the content of the broadcasters is streamed live, catch-up and on-demand, in high quality, mostly ad-free. The service is accessible through a monthly subscription. www.nlziet.nl

About Media Distillery

Amsterdam-based Media Distillery is an acknowledged leader in AI-driven video analysis solutions for the worldwide entertainment Industry. The cloud-based Deep Content Understanding™ solution provides fully automated real-time content analysis which empowers broadcasters and pay-TV service providers to optimise viewer engagement through accelerated and accurate content discovery and enhanced user experience. Media Distillery's customer base includes major operators and broadcasters located around the globe including Vodafone, Altice, Liberty Global, Telenet, NOS and VTR Chile, delivering enriched viewing experiences in over 30 million homes. www.mediadistillery.com

VIEW: 25

Search For More Content

Follow us on:



IABM Platinum Members



IABM Gold Members



[VIEW ALL IABM MEMBERS](#)

© 2022 IABM

IABM is company limited by guarantee.
Registered in England No: 5262009. Registered
Office: IABM, Basepoint Business Centre, Oakfield
Close, Tewkesbury, GL20 8SD

[About Us](#)
[Contact Us](#)
[IABM Privacy Policy](#)
[IABM Cookie Policy](#)

