

## Liberty Global Taps ThinkAnalytics™ for Content Recommendations to Power Intelligent Navigation

*ThinkAnalytics to deploy personalized content recommendations across Europe for Liberty Global's Horizon platform on set-top box, Web and tablet*

**LONDON** – Sept. 7, 2012 – ThinkAnalytics™, the world's most widely deployed multiplatform TV recommendation engine, today announced that its [ThinkAnalytics Search and Recommendations Engine](#), has been selected by Liberty Global, Inc., the largest cable company outside of the U.S. and one of the fastest growing in the world. ThinkAnalytics, a pioneer in real-time, viewer intelligent navigation will execute discovery and personalized recommendations for the operator's Horizon media and entertainment platform launched this month.

Liberty Global's Horizon platform, which seamlessly integrates cable, Web-based and personal content, is launched with Liberty Global's UPC in the Netherlands, followed by Switzerland in Q4, Germany and Ireland in 2013.

ThinkAnalytics is recognized as a Liberty Global "Quality Partner" and was honored as a Best Innovation/Breakthrough Supplier prize at Liberty Global's annual Vendor Awards in 2011.

"Liberty Global is bringing to market a very exciting new television experience with Horizon. We are proud to be part of the ecosystem that brings additional value and personalization to their customers," said Eddie Young, Chairman, ThinkAnalytics. "This deployment underscores the importance that robust recommendations and intelligent viewing play in helping service providers maximize their TV content, offering a better entertainment experience. We are proud that our platform is playing an important role in such a state of the art, next-generation user experience on such a large scale, deployment."

The ThinkAnalytics Recommendations Engine is the market leading real-time content personalization engine with over 70 million subscribers across 25 operators in 16 countries utilizing the technology. The company provides recommendations that can be delivered to consumers through any touch point, such as set-top box, Web, tablet, mobile, or email, from the same centralized system. The platform goes beyond generic household-wide content recommendations by offering individualized recommendations that are customized for each member of the household. ThinkAnalytics' analysis and reporting functions provide detailed insight into subscriber viewing patterns while protecting viewer privacy that aids in customer acquisition, cross and up sell, and increases customer and brand loyalty.

### **About ThinkAnalytics**

ThinkAnalytics is the leading provider and most widely deployed real-time personalized content recommendations engine in the market today, bringing together intelligent search with comprehensive media content recommendations. ThinkAnalytics Recommendations Engine broadens customers' tastes with a unique personalized experience for live linear TV, VOD and over-the-top, delivered through multiple platforms including the set-top box, Web, IPTV, tablet, mobile, and more. ThinkAnalytics' technology services more than 70 million viewers, across 16 countries worldwide. ThinkAnalytics is a private, employee-owned company. ThinkAnalytics is headquartered in the United Kingdom with offices in Europe and the United States, and has partnerships with leading media corporations worldwide. For more information: [www.ThinkAnalytics.com](http://www.ThinkAnalytics.com).

### **About Liberty Global, Inc.**

Liberty Global is the leading international cable company with operations in 13 countries, connecting people to the digital world and enabling them to discover and experience endless possibilities. Its market-leading television, broadband internet, and telephony services are provided through next-generation networks and innovative technology platforms that connect 20 million customers who subscribe to 34 million services as of June 30, 2012.

Liberty Global's consumer brands include UPC, Unitymedia, Kabel BW, Telenet, and VTR. The operations also include Chellomedia, its content division, UPC Business, the commercial services division and Liberty Global Ventures, its investment fund.