

APRICO Solutions and Axel Springer sign deal with eventIS to provide modular content recommendation and targeting solution to service providers

eventIS to integrate APRICO software into its primary TV and VOD solution

September 10, 2009 (IBC, Amsterdam) ? APRICO Solutions, a leading provider of video recommendation and targeting technology, today announced its personal TV service will be integrated into the TV and video-on-demand (VOD) technology from eventIS, a SeaChange International company and a market leader in metadata solutions for linear broadcasting and video on demand. The new enhanced eventIS technology will enable service operators to provide advanced VOD and TV services to consumers that includes the advanced recommendation and personalization solution delivered from APRICO Solutions and Axel Springer Digital TV Guide.

APRICO provides video content recommendation and targeting technology for TV. Alliance partner Axel Springer provide their expertise and services around EPG, editorial guidance and targeted advertising. Together they deliver highly personalized content to viewers via TV, PC or mobile, based on their profile, viewing behavior and explicit inputs. Service providers, device manufacturers and technology providers are using their personal TV solution to create services and devices that make sense of the video content universe and to deliver a personal and compelling user experience.

President of eventIS, Erwin van Dommelen commented: ?One of the key challenges for service operators is how to bring additional services to their customers using existing products in the home and their existing network infrastructure (cable, satellite, terrestrial, IPTV or mobile). Rolling out a full personalization solution for TV simply is not feasible for many.? He continues: ?APRICO can be delivered in a modular fashion meaning we can offer our customers a service level that suits their specific requirements.?

Three key services provided from APRICO Solutions and Axel Springer will be implemented into the eventIS platform:

? Personalizing the EPG ? APRICO?s technology is used to personalize the broadcast content EPG to find and target the available content based on individual preferences

? Personalizing the VOD experience ? Viewer profile, habits and explicit inputs are used to target movies and other VoD content to encourage purchases and maximise margin opportunities

? Personalizing the traditional TV experience: Broadcast and Internet-delivered content is delivered to the consumer via personal APRICO channels that are based on user preference and profile. APRICO will automatically find, filter and deliver content by targeting and assembling video assets into multiple personalized channels

Jeroen Cappendijk, head of APRICO Solutions added: "The relationships eventIS has with service operators in Europe means that the pre-installed APRICO technology will reach a much wider audience. The modular approach appeals to operators who can now choose the level that suits them and eventIS benefits by only needing to integrate APRICO technology once before being able to provide a fully scalable personalized TV experience to their customers."

Ned Wiley, Managing Director of Axel Springer Digital TV Guide, commented: "Our partnership with APRICO solutions and now with eventIS enables us to bring our "watchmi" services to an ever broader base of viewers. By bringing the best of internet and broadcast content, together with targeted, personalized advertising, our partnership is a win-win solution for viewers, operators and advertisers alike."