

Intro to Utelly

2022.Q1

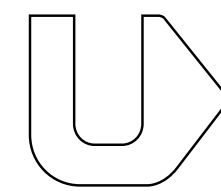
Content
Discovery
SaaS

LONDON | AMSTERDAM

utelly

WHAT IS UTELLY

Utelly is a **content discovery platform**, enabling clients to deepen engagement with their customers



By combining enhanced metadata, AI and ML technologies as well as domain-specific APIs, Utelly helps its Clients create superior experiences for their consumers, delivering a new **Entertainment Paradigm** across all devices, whether at home or on the go.

REFERENCES

THEY TRUSTED US

WHO ARE OUR CLIENTS?

Utelly products help leading companies around the world power amazing experiences for their consumers.

Clients range from TV operators, Mobile operators, Publishing and Media companies to Startups.



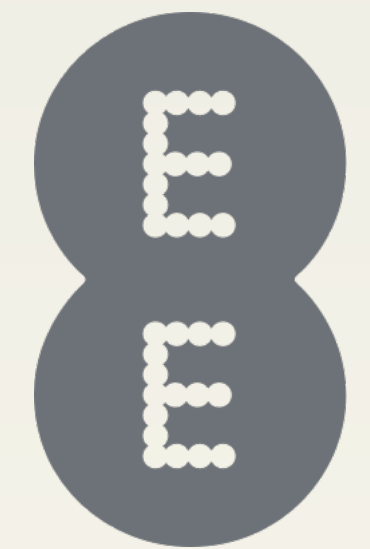
UK Top
Broadcaster



Finland Leading Online
Media Company



UK Largest Telecom
Operator



UK Largest Mobile
Operator



Leader in TV as A Service
UK, IE, FR



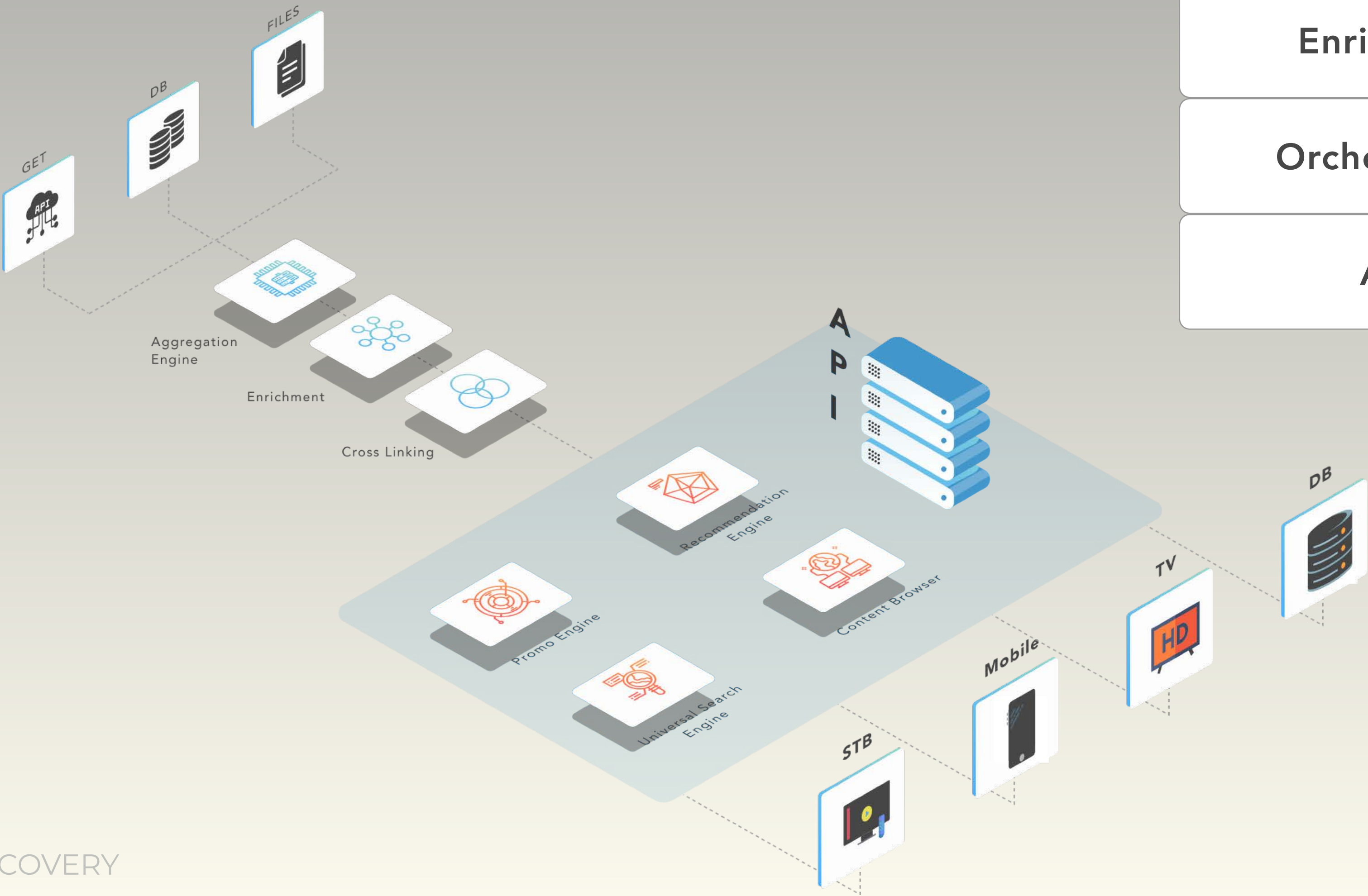
Leading PayTV Operator
BE

What does Utelly do?

QUICK OVERVIEW

THE PLATFORM

DATA PIPELINE



Data Ingestion

Enrichment

Orchestration

APIs

PRODUCTS

A LAYERED PRODUCT STACK

DATA SERVICES

- ✓ BYO metadata (Client, Gracenote, etc..)
- ✓ Bundle access to new datasets (IVA, TMDb, Social Media, etc...)
- ✓ Match assets across catalogs
- ✓ Enrich with cross-linking and Named Entity Recognition, multi-lingual support
- ✓ Export back to Client RDM

CLOUD BASED ETL
FAST-TRACK TO ENHANCED METADATA

DATA ETL

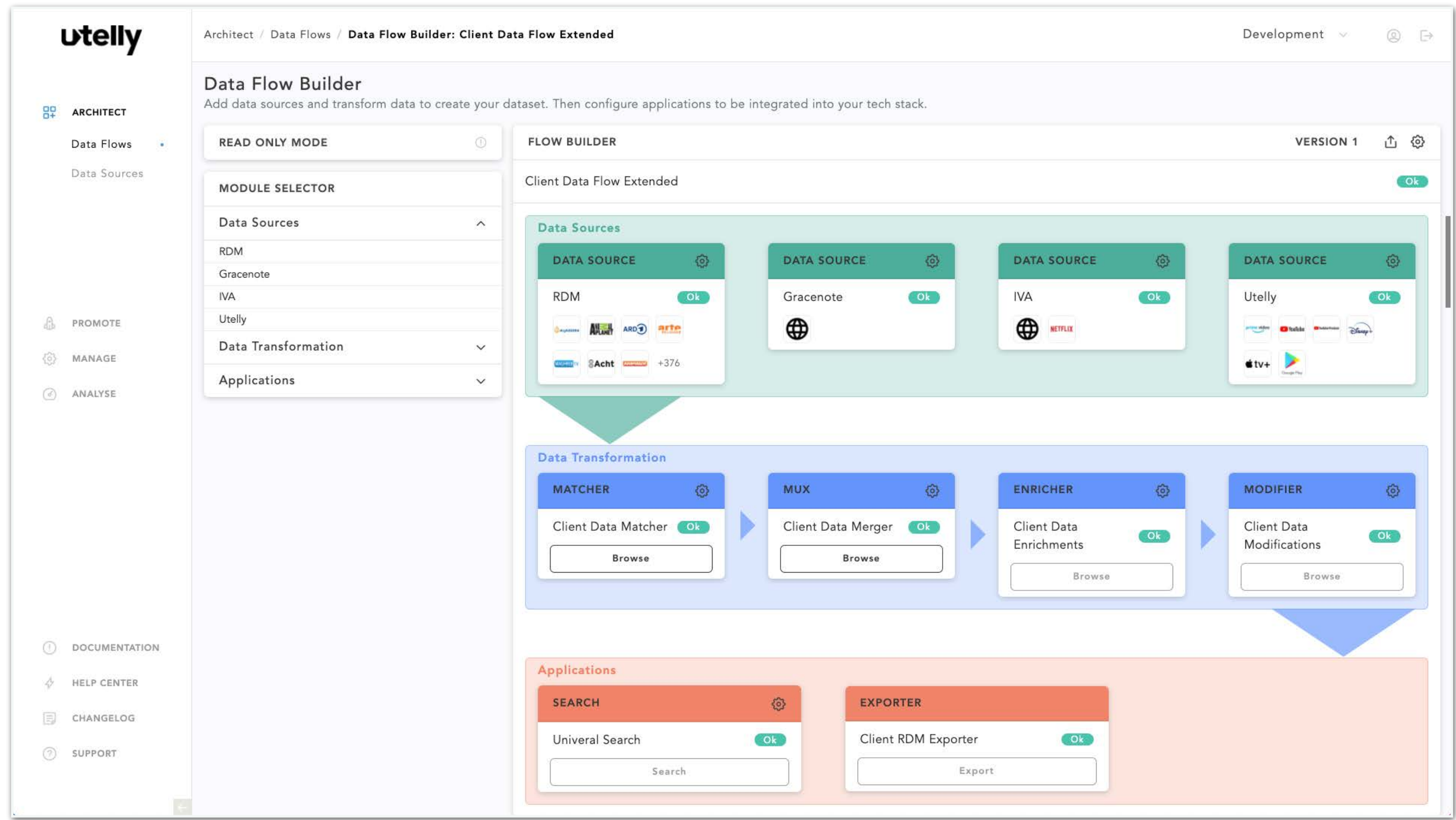
- ✓ Create flows to ingest, match and enrich data
- ✓ Configure aggregated data exports
- ✓ Configure and deploy search and discovery endpoints
- ✓ Inspect/edit metadata through the pipeline
- ✓ Analyse metadata (coverage, completeness, graph..)

OPERATIONAL TOOL FOR
DATA MGRS, DEVS, CONTENT ACQ

DISCOVERY APIS

- ✓ Media & Entertainment Named Entity Recognition
- ✓ Advanced Search with NLU
- ✓ Cross-linker and /related assets
- ✓ Recommendation & Personalisation engine (BYO models & proprietary)
- ✓ Editorial Engine for playlists generation

CATALOG OF RESTFUL APIS
AWS OR HYBRID CLOUD HOSTING



THE FOUNDATION

DATA PIPELINE

Ingest > Enrich > Export

Data pipelines are configured to setup ingestion modules, data matching models, enrichment processes and outputs.

← Home

browse_api

BROWSE_MANAGER

Overview

Availability management

Content rating management

List content ratings

Get a content rating

Get content ratings from creative work

Contributor management

Get a Contributor

Get contributors from creative work

Creative work management

List creative works

Get a creative work

Get episodes from creative work

Get seasons from creative work

Tag management

Get tags from creative work

List tags

Get a tag

Location management

People Management

Platform management

Sign in

GET

/content/creative_works

No description.

Authorization

Authorization
apiKey

Header parameter name: Authorization

Query Parameters

after_guid string optional

Try It Out

GEThttps://services.utelly.co/content/creat

Query

Headers [1]

Body

Path

Code Generation

☐

languagesValue

☐

fieldsValue

☐

limitValue

☐

after_guidValue

☐

before_guidValue

SERVICE LAYER

APIs

Data Browser
Universal Search
Recommendations
Personalisation
Promotion
Merchandising

RESTful JSON APIs to browse content, search (full-text and attributes), recommend, promote and merchandise assets.

UTELLY

utelly

← Home

Phoenix_api

Authentication

PHOENIX_API

Overview

Search Management

Search

Get User Homepage

Search Suggestions

Collection Management

Genre Management

Lookup Management

User Management

Activity Management

Location Management

Rating Management

Tastes Management

Tracker Management

Event Management

POST

/search

No description.

Authorization

Authorization
apiKey

Header parameter name: Authorization

X-AppKey
apiKey

Header parameter name: X-AppKey

Request Body

Schema

1

object {6}

type stringrequired +1

user stringrequired

payload object {11}

locations.id object {2}

metadata.content_rating array[string]

topic.metadata.release_date array[string]

q string

method oneOfrequired

topic.actors.name array[string]

A few examples

DEMO

Metadata Orchestration Platform

The screenshot displays the Utelly Data Flow Builder interface. On the left is a sidebar with the Utelly logo and navigation links: ARCHITECT, Data Flows, Data Sources, PROMOTE, MANAGE, ANALYSE, DOCUMENTATION, HELP CENTER, CHANGELOG, and SUPPORT. The main area is titled 'Data Flow Builder' and 'Client Data Flow Extended'. It features a 'MODULE SELECTOR' on the left with categories: Data Sources (RDM, Gracenote, IVA, Utelly), Data Transformation (MATCHER, MUX, ENRICHER, MODIFIER), and Applications (SEARCH, EXPORTER). The central 'FLOW BUILDER' section shows a visual pipeline: Data Sources (RDM, Gracenote, IVA, Utelly) → Data Transformation (MATCHER: Client Data Matcher → MUX: Client Data Merger → ENRICHER: Client Data Enrichments → MODIFIER: Client Data Modifications) → Applications (SEARCH: Universal Search, EXPORTER: Client RDM Exporter). Each module has an 'Ok' button and a 'Browse' button. The interface is in 'READ ONLY MODE' and 'VERSION 1'.

HOW IT WORKS & CAPABILITIES

Cloud-based EXTRACT - LOAD - TRANSFORM

Datasources (API, Files, Stream) are **ingested**
Data is loaded into an **Elastic Serverless RDM**
Matching and **cross-linking** is computed
Pipeline of **enrichments** are run

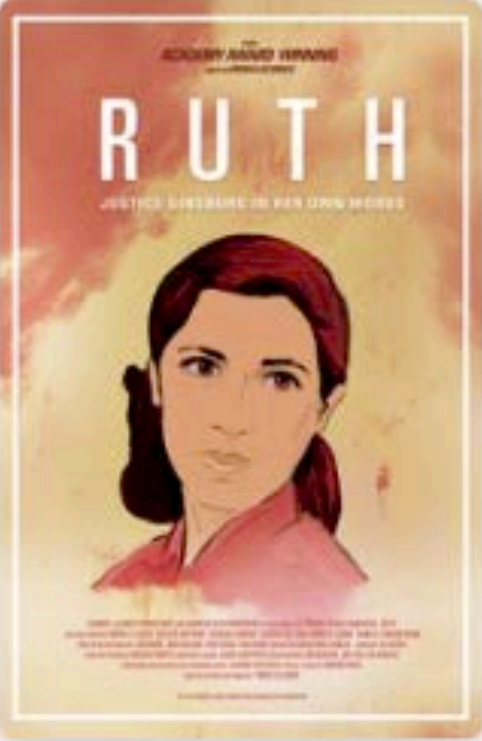
Aggregated Enriched Metadata is **synchronised** to other systems and
to the Utelly **Content Discovery APIs**.

Universal Search


utelly Find movies & shows by name, genre, people, tags or moods.

Search: justice ginsburg


Shows & Movies (25)




RUTH
Justice Ginsburg in her own words
documentary



RUTH BADER GINSBURG
REAL CHANGE. ENDURING.
CHANGE. HAPPENS ONE
STEP AT A TIME.
documentary biography




GAINSBOURG
A HEROIC LIFE
musical drama




URBAN JUSTICE
action-adventure thriller


People (5)




Matthew Gi...




David R. Gin...



Allen Ginsb...



Arthur Gins...



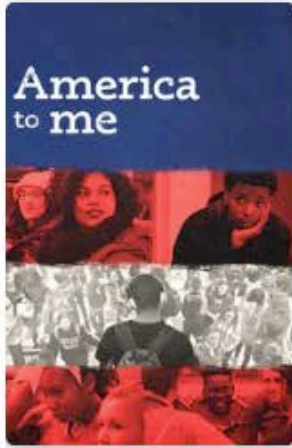
Adam Ginsb...

utelly Find movies & shows by name, g

Search: america to me


Show more results for "america to me"

Shows & Movies (1)




America to me
documentary


People in America To Me (5)




Kendale Mc...




Ke'Shawn K...



Charles Don...



Tiara Oliphant



Grant Lee

America To Me Genres (1)

documentary

America To Me Tags (12)

administrator culture documentary education faculty oak park race school series state student teacher

HOW IT WORKS & CAPABILITIES


Purpose-built SEARCH ENGINE with NLU preprocessor
Metadata is ingested and indexed
Query pre-processing is handled by NLU module, trained on M&E named entities

Support for multilingual full-text and attributes search, named entities (people, places, cardinals, time, genres, tags, topics).

Personalisation

HOW IT WORKS & CAPABILITIES

Output is **filtered** through:



Name

Iris Smith


7d genres

comedy action-adventure others

30d genres

comedy action-adventure others

View Activity



Name

Tamy Rogers


7d genres

documentary action others

30d genres

sci-fi action history others

View Activity



Name

Bobby Lafalo


7d genres

comedy 4.0

30d genres

sci-fi action history others

View Activity



Name

Louise Cypher

7d genres

horror thriller 6.0

30d genres

sci-fi action history others

View Activity

Comedies Movies (100)

To All the Boys: Always ...

Romance Comedy Drama

Tom and Jerry

Comedy Action-

Willy's Wonderland

Comedy Action-

Take Me to Tazana

Comedy

Barb and Star Go to Vist...

Comedy

The Map of Tiny Perfect...

Romance Comedy Fantasy

The Funeral Home

Comedy Horror

Finding 'Ohana

Comedy Action-

Locked Down

Romance Comedy Drama

Flora & Ulysses

Comedy Action-

Raya and the Last Dragon

Comedy Action-

Breaking News in Yuba ...

Comedy Drama Thriller

Coming to America

Romance Comedy

New Series (68)

Vincenzo

Romance Comedy Crime

The Great North

Comedy Animation

We Children from Bahnh...

Drama

Walker

Drama Western Crime

Tribes of Europa

Adventure Sci-Fi Drama

Tell Me Your Secrets

Mystery Drama Thriller

Secrets of Sulphur Springs

Adventure Mystery Drama

Painting with John

Comedy Documentary Rea

Mr. Mayor

Comedy

Horimiya

Romance Comedy Drama

Hip Hop Uncovered

Documentary

Hello, Me!

Romance Comedy Drama

Fate: The Winx Saga

Adventure Drama Fanta

Historical Series (100)

American Horror Story

Horror Drama

The Crown

Drama

The Last Kingdom

Adventure Drama

The Tudors

Drama

The White Queen

Drama

The White Princess

Drama

The Spanish Princess

Drama

The English Game

Drama

The Great O'Connell

Drama

The Irishman

Drama

Recommendation

HOW IT WORKS & CAPABILITIES

Context-aware RECOMMENDATION

ML models are generated based on:

- content metadata (NLP on title, desc, tags, cast, genres)
- user activities (timestamp, show, interaction type)

Engine combines content filter, collaborative filter and hybrid Content2Vec models.

Row Count: 15 [Refresh](#)

Name	7d genres	30d genres
Name: Iris Smith	comedy, romance, others	comedy, action, sports, others
Name: Tamy Rogers	documentary, action, others	sci-fi, action, fantasy, others
Name: Bobby Lafalot	comedy, others	sci-fi, action, fantasy, others
Name: Louise Cypher	horror, thriller, others	sci-fi, action, fantasy, others

Viewing History (11)

Saturday Sunday Monday Tuesday Wednesday Thursday Friday Saturday

Chef's Table
Glen Campbell: I'll Be Me
Batman: Assault On Arkham
The Beastmaster
Mission to Mars

Recommended For Tamy Rogers (15)

Out To Sea
The Lego Movie
Frankenweenie
Twins
The Polar Express
Minions
Drillbit Taylor
Summer Rental
Crossing Over
Grand Canyon
We Are X
I.O.U.S.A.
Kuffs

New Movies (99)

Home Screen / Carousel / Top banner

```
GET /v1/playlists/homepage?user_id=737461727a446967735574656c6c79
```

```
grab homepage JSON structure
  filter elements based on eligibility (date/time/geo/platform)
  if merchandize == 'auto'
    score each section against user model
    order sections by 'user_score'

return optimised page structure
```

Bekijk deze volledige fictiereeksen



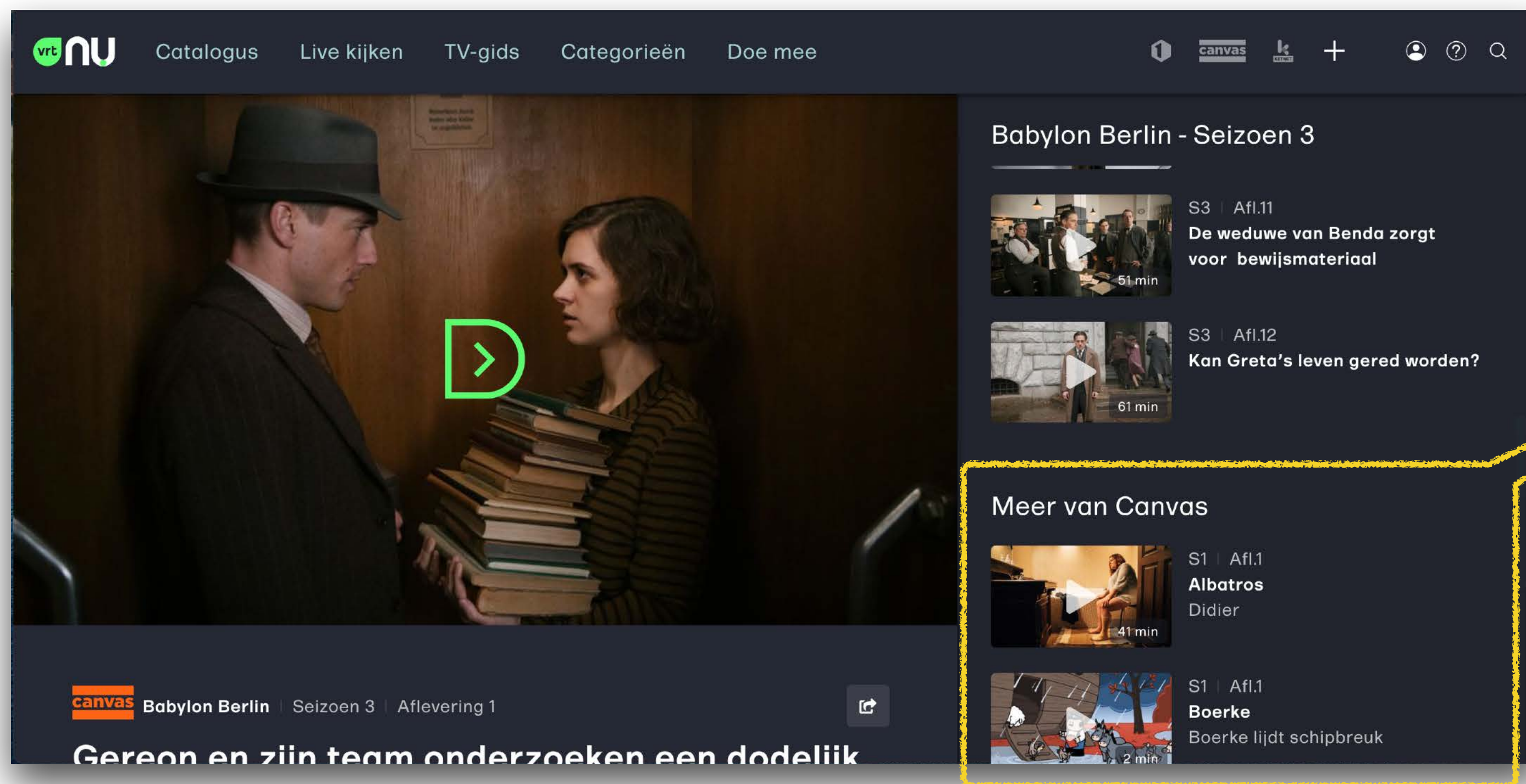
De opvallendste fragmenten van deze week



Podium 19

Wie dacht dat je thuis enkel films of series kon bekijken of boeken kon lezen? Podium 19 brengt hypnotiserende concerten, verbluffende theatervoorstellingen en wervelende dansvoorstellingen naar je huiskamer.

More shows like this



```
GET /v1/shows/6576696c2d646561643235/related?user_id=737461727a446967735574656c6c79
```

```
analyse context of query (date/time/geo/platform)
run similarity model based on shows metadata
run prediction based on user model and preferences
  apply active business rules
    apply boost campaigns
score each show
order shows by 'sim_score'

return optimised playlist
```


Recommended For You

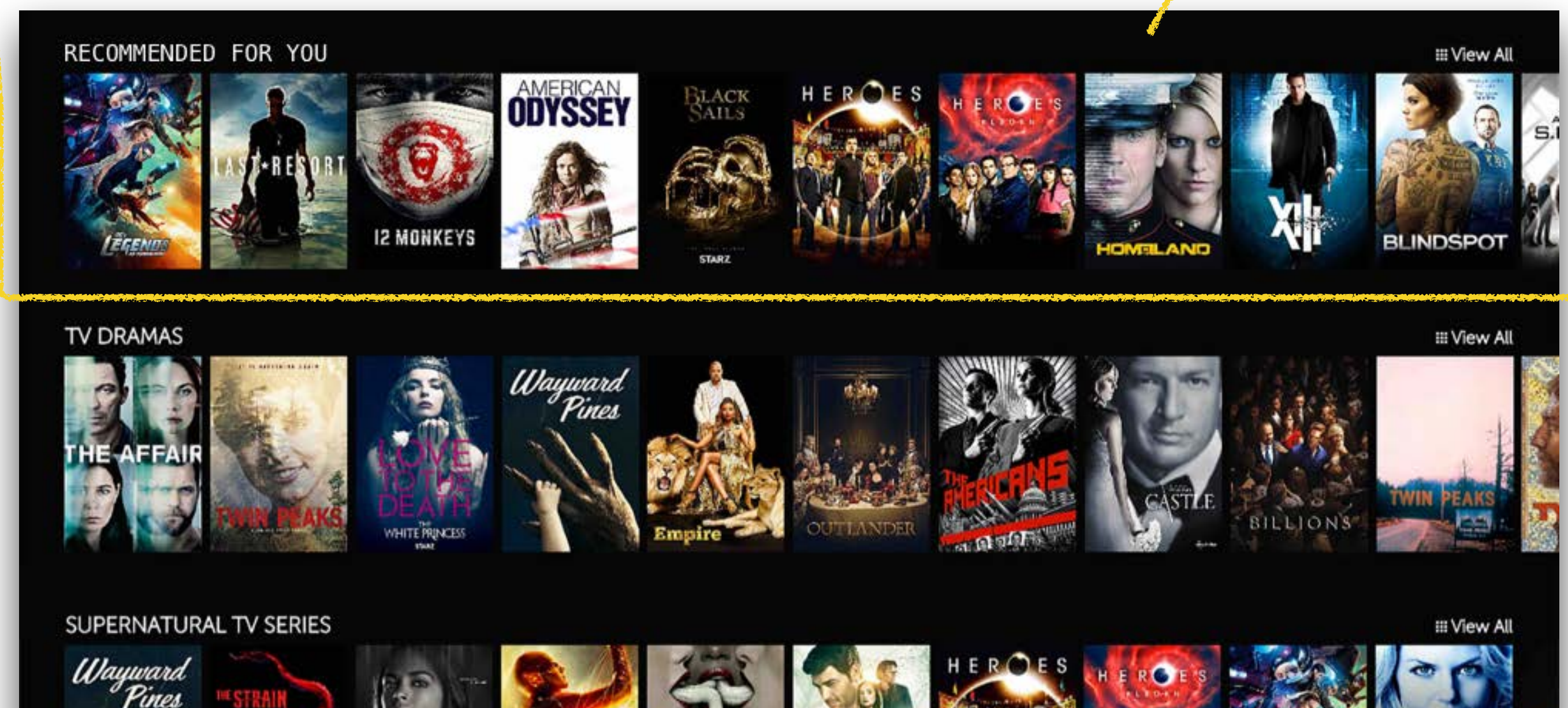
```
GET /v1/users/737461727a446967735574656c6c79/recommend
```

```
analyse context of query (date/time/geo/platform)
run prediction models based on history and preferences
  apply active business rules
  apply boost campaigns
score each show
order shows by 'user_score'

return optimised playlist
```

```
POST /v1/activities/
```

```
record params of query
- timestamp
- user_id
- content_id
- action
record context of query
- action
- geo
- platform / app
- device...
```

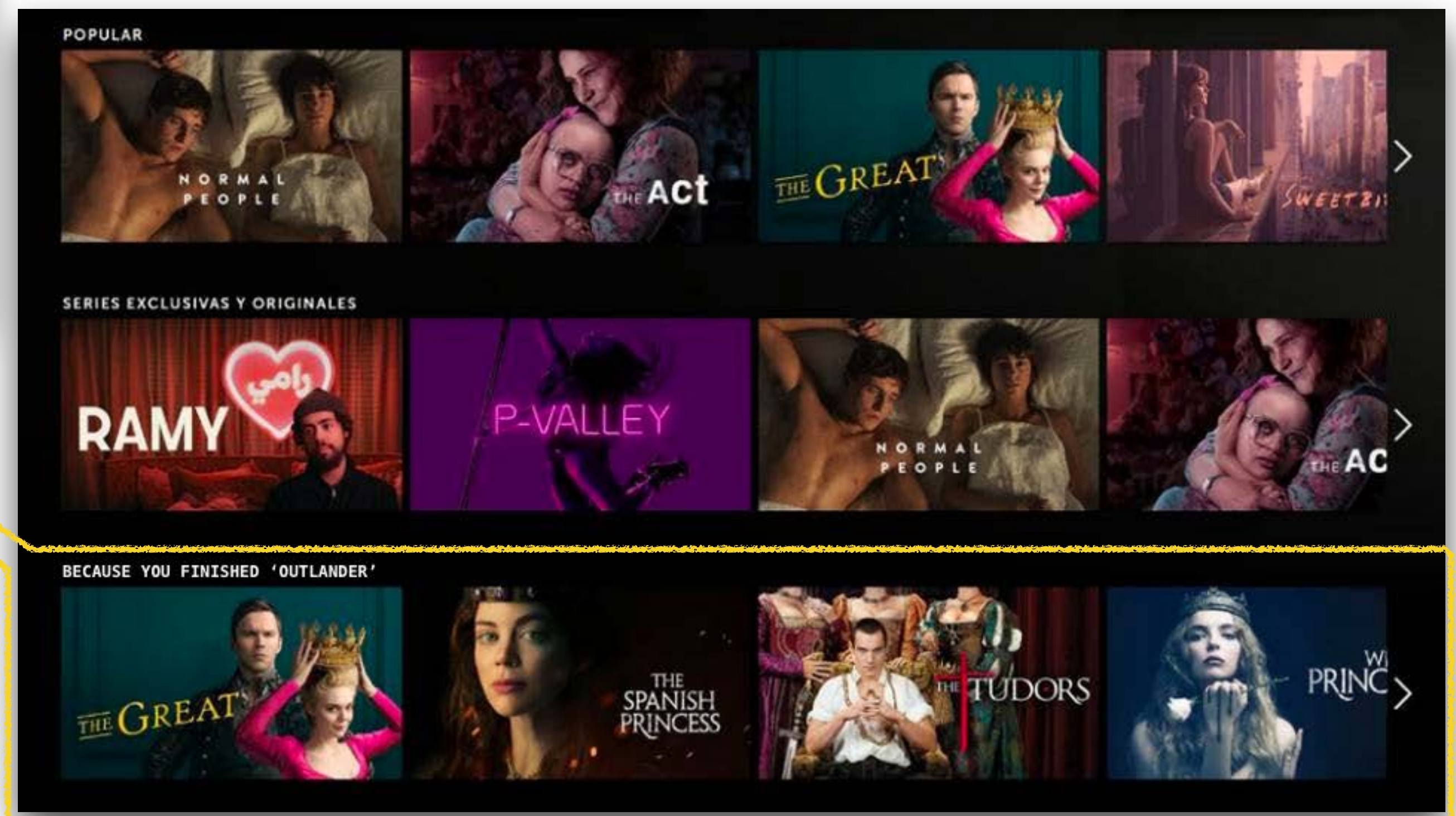


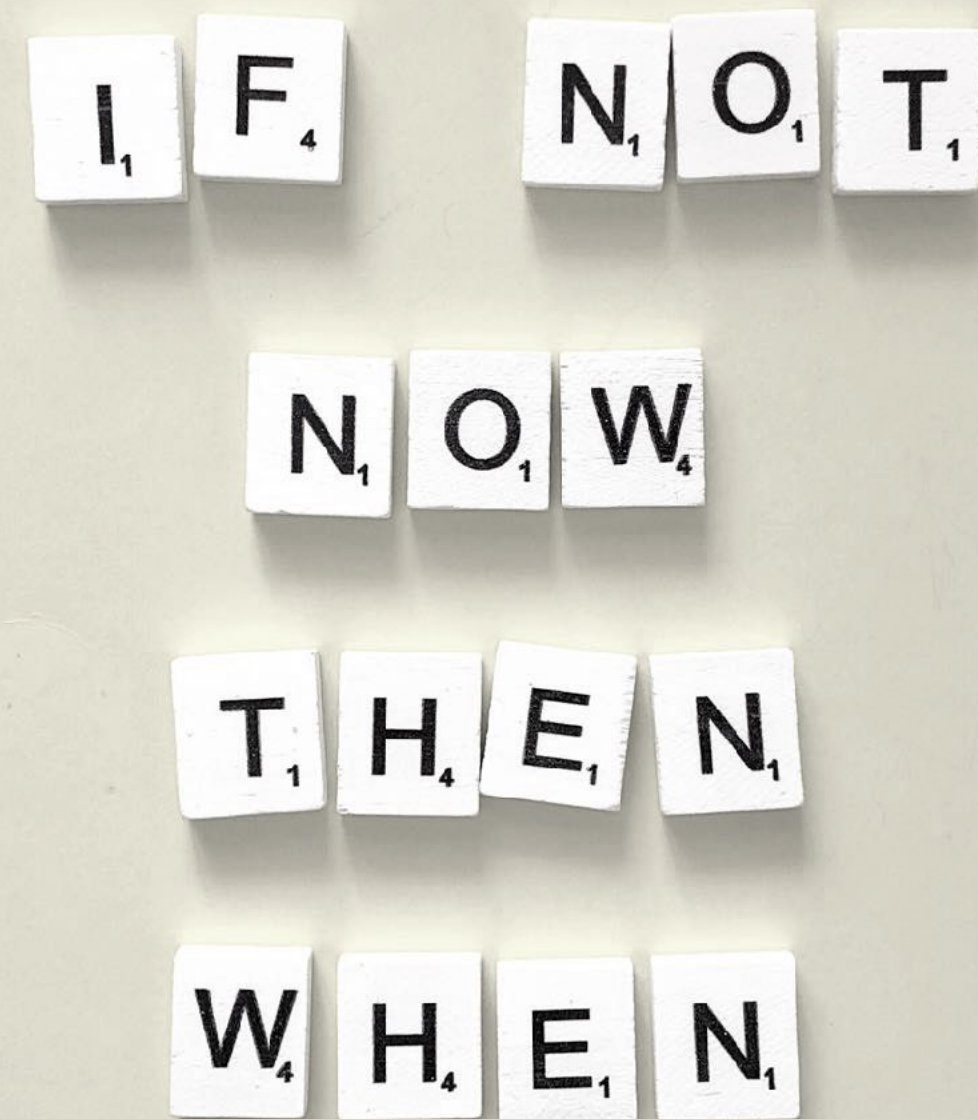
Because you watched / Spool Up

GET /v1/users/737461727a446967735574656c6c79/recommend?seed_id=6f75746c616e646572

```
analyse context of query (date/time/geo/platform)
run prediction models based on history and preferences
run similarity models between shortlist and seed_id
  apply active business rules
  apply boost campaigns
score each show
order shows by 'user_score'

return optimised playlist
```





THOUGHTS, NEXT STEPS

LET'S TALK

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