

# Future of Connected TV Services

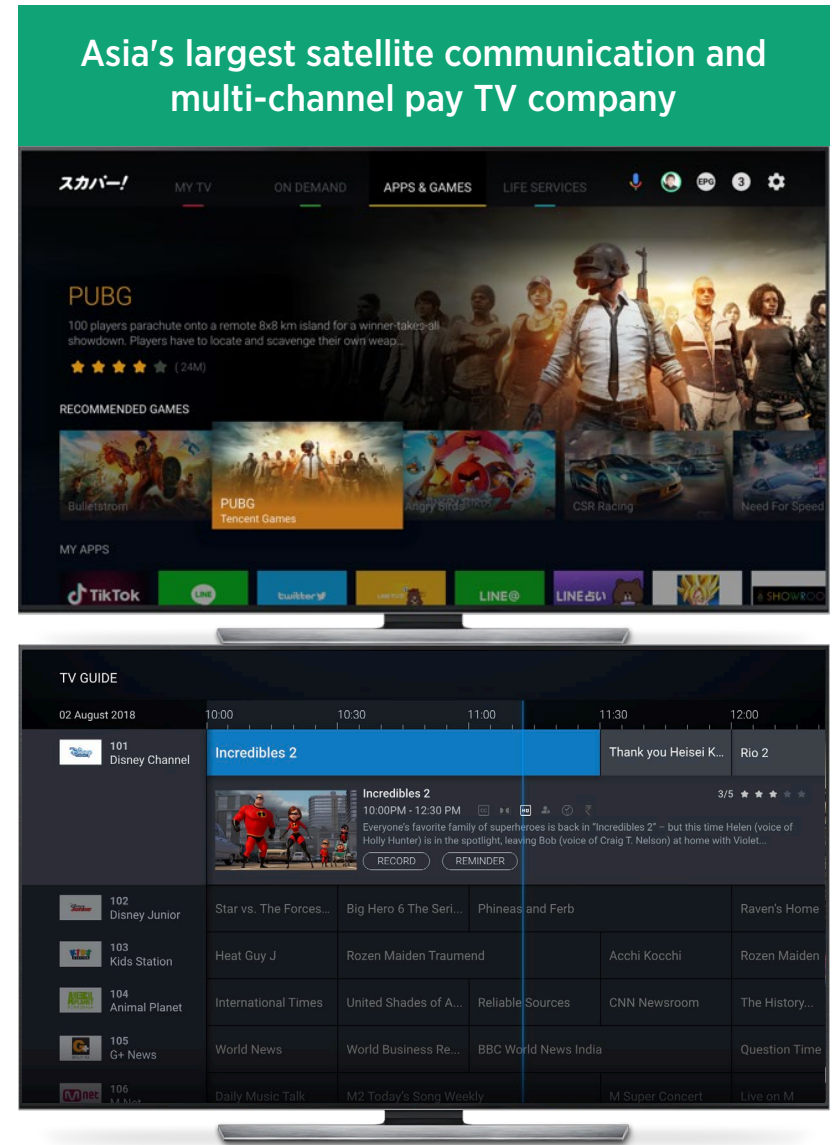
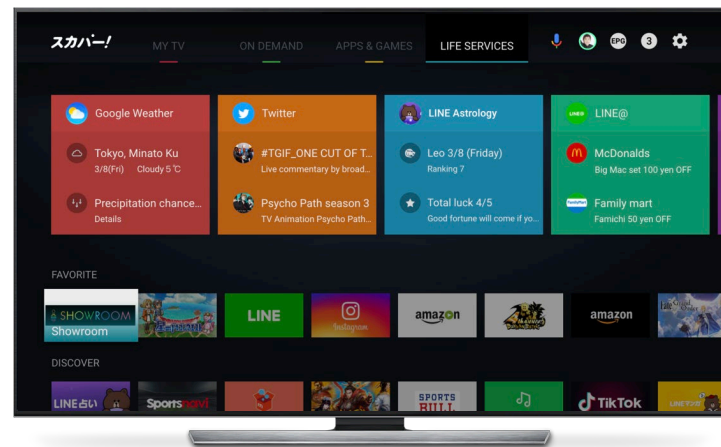
Bridging the distance between people, information and services on TV

## BACKGROUND AND CHALLENGE

- In Japan, television ownership rates have risen high, with over 96% of households owning a set.
- At the same time, the growing popularity of smartphones and increasingly diverse values has led to rapidly changing consumer expectations towards televisions (which are even further fragmented by age groups and individual preferences).

## SCOPE OF WORK

- We were tasked to help the client stay relevant to changing consumer behavior and market needs.
- Identify, design, and engineer LIFE services that could be used on a TV/STB.



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## SOLUTION

- **Android STB Custom Launcher:** A premium Android TV operator tier user experience
- **Personalized Life Services:** A variety of lifestyle information services
- **Electronic Program Guide:** A unique CX with a focus on quick information consumption and actions
- **Shoppable TV:** Seamless shopping experience on TV
- **AI-enabled content recognition & suggestion:** ML-enabled content discovery
- **Equipped with an AI assistant:** Making features more accessible and effortless

## IMPACT

- Google-compliant product with a consistent set-top box experience that is customized to the client's brand
- Integrated with industry-leading partners to take advantage of the marketplace ecosystem
- Defined unique use cases to increase stickiness & brand value
- Visualized the company's vision of the future of Media TV services
- Strategic partner by enabling partnerships with other service companies to provide the envisioned customer experience

