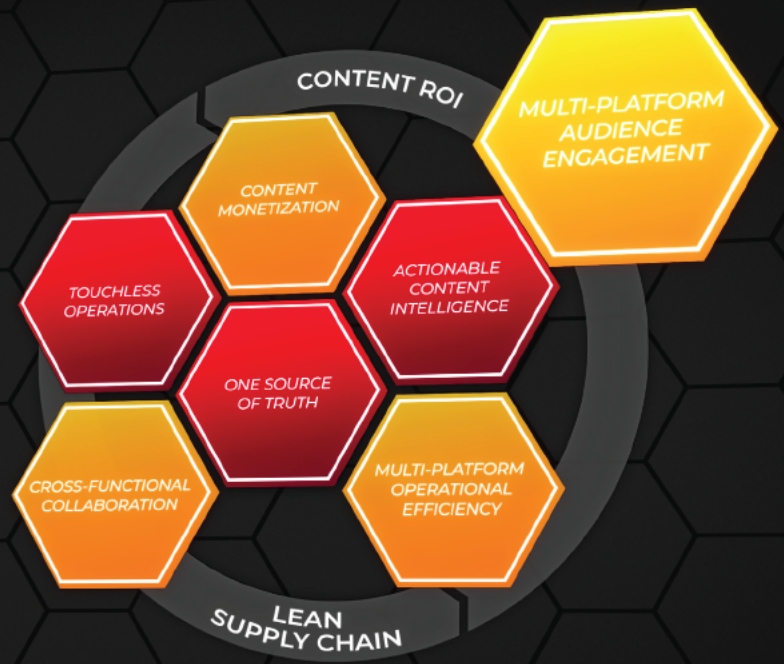


WHATS'ON CONTENT CURATOR



Manage the prominence and discoverability of on-demand content

WHATS'ON Content Curator is the web-based management solution to **cost-effectively manage the prominence and discoverability of on-demand content** over time on consumer-facing platforms.

WHATS'ON Content Curator drives great business value supporting smart curation & targeting, innovative AI-driven content injection, and smart content promotion to **engage audiences and optimize content ROI across on-demand platforms**.

5 reasons why WHATS'ON Content Curator drives business value

- 1** Simplifies the curation of VOD plans as presented on the OTT platforms as well as the publication and localization of such plans.
- 2** Maximizes audience engagement by **strategically prioritizing, categorizing and planning the prominence of content**.
- 3** Can be integrated with the WHATS'ON VOD scheduling module so that you can streamline your on-demand curation workflow with one tool for all your on-demand platforms, regardless of whether they are managed within WHATS'ON.
- 4** Creates **visibility** — and enhances collaboration — through various functionalities and views.
- 5** Allows the **quick and qualitative go-to-market** of new and library content, with the ability to anticipate unplanned events.

