



EXPERIENCE AMPLIFIER

Sharique Husain
CEO

+49 171 967 0535
sharique.husain@dive.tv

What do your viewers do when they get curious about the content they are watching or want to discover more what is inside that content/scene?

Who is this actor? Where have I seen him before?



Where was this scene shot? I'd love to go there!



What are they eating? Where can I find the recipe?



I love that dress. Where can I buy it?



Who is the artist of that painting?



And the answer is ...

Google

WIKIPEDIA

moviepilot

IMDb

49%

People use apps or internet
to find out more about
what they are watching

Ericsson Consumer Lab 2013

22%

Google searches are
related to content
watched on TV

Google Report 2012

Most go to Google or other websites/apps to look for more information or find out answers to their curiosity.

... And leave troves of data about their interests, preferences and viewing behaviour there.

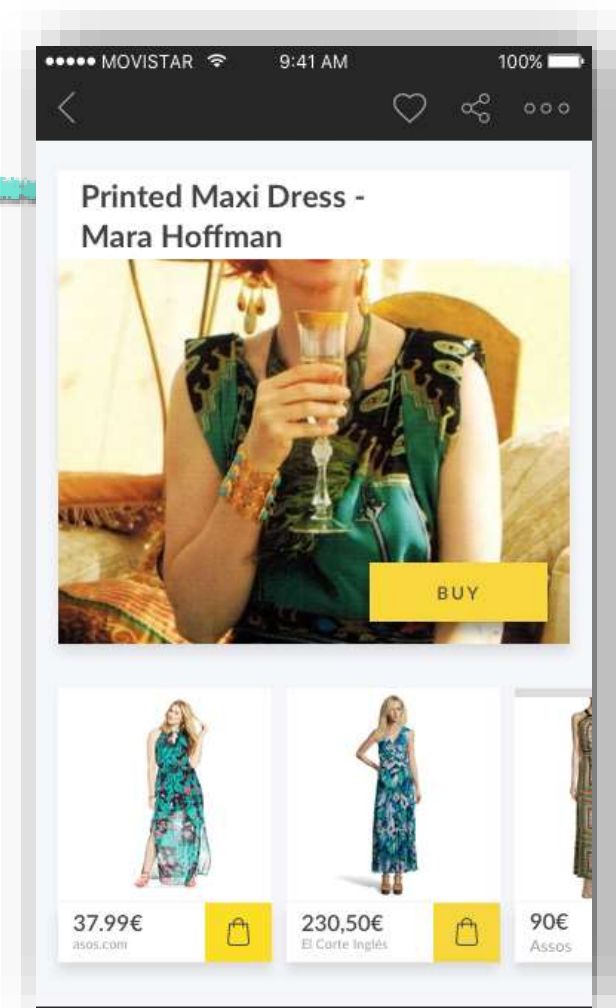
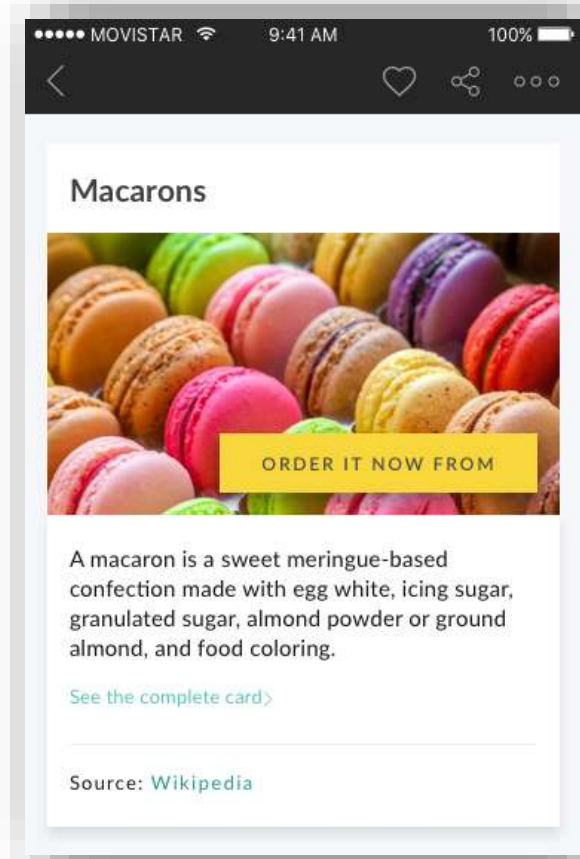
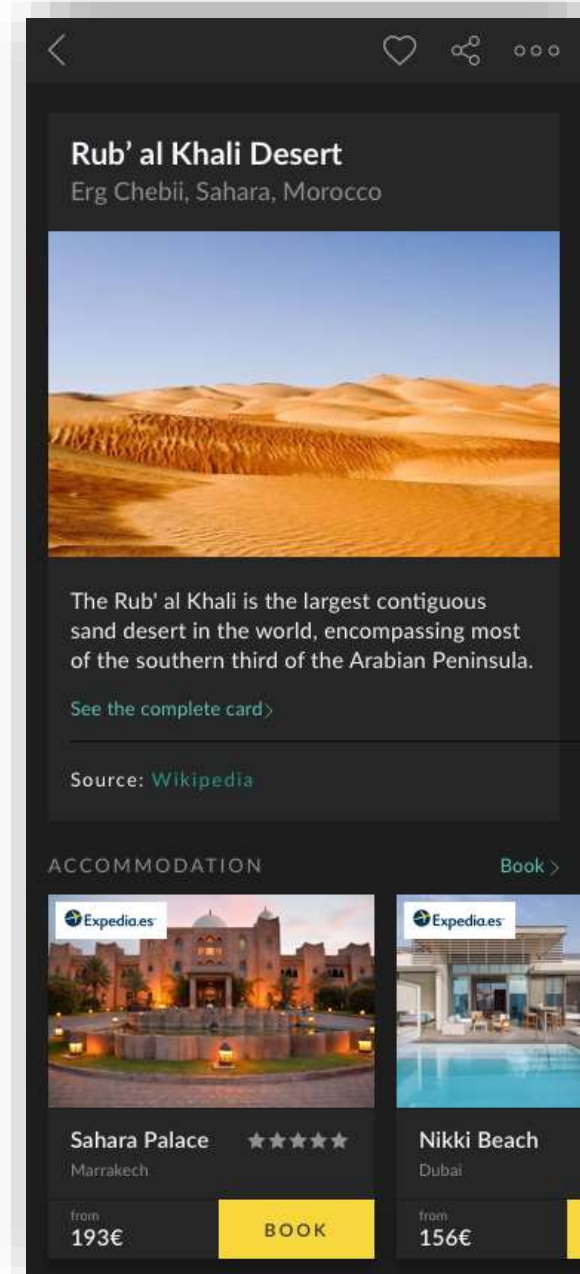
► Significant loss for Media Owners

As an example, 18 of top 25 most viewed Wikipedia pages in 2017 were about tv and film content

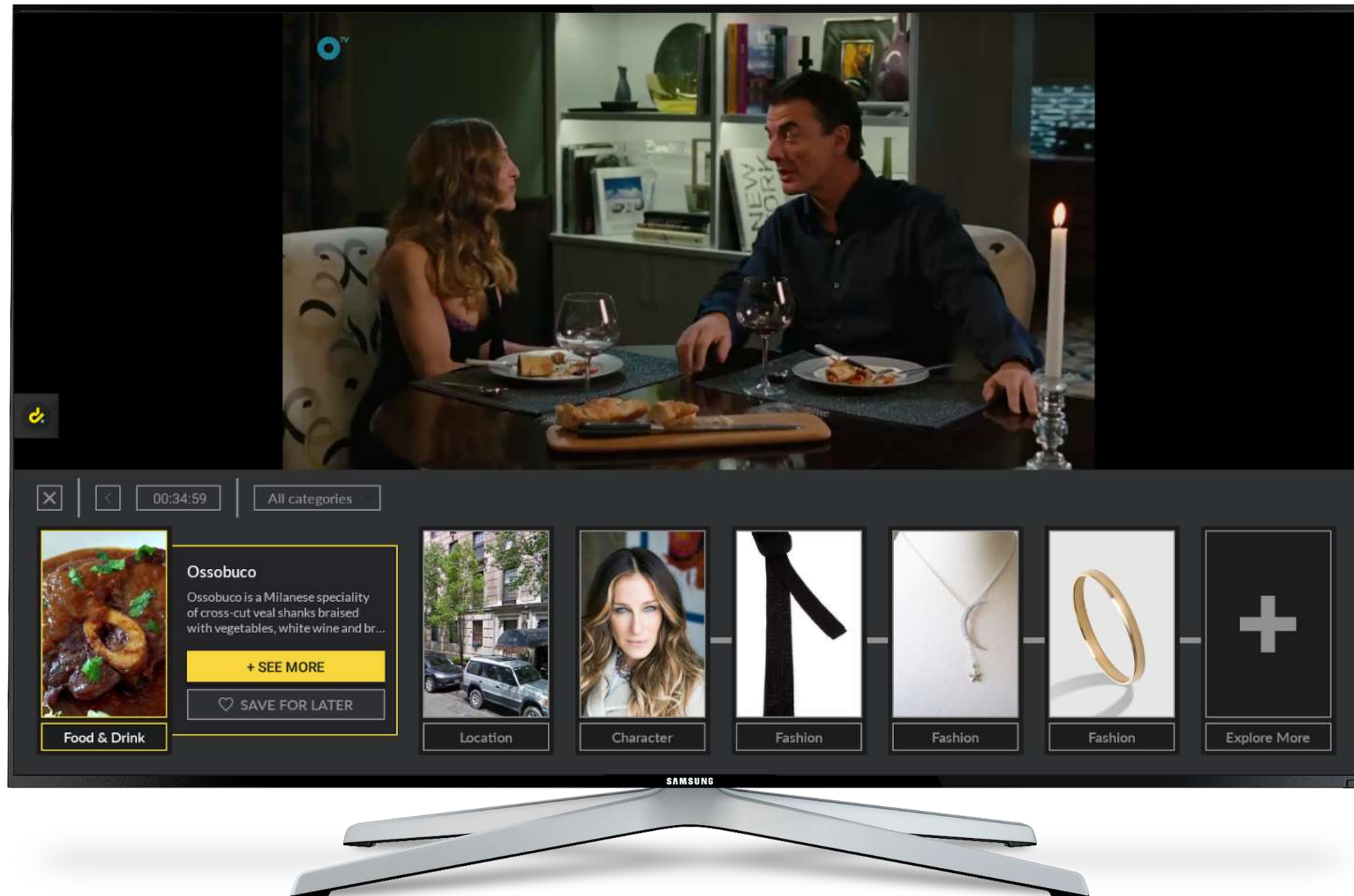


Visits to media- and entertainment-related pages dominated Wikipedia last year.

Dive Experience Amplifier gives real time interactive access to the scene-level contextual metadata



It provides viewers with a Contextually Immersive experience unlike anything they have experienced before

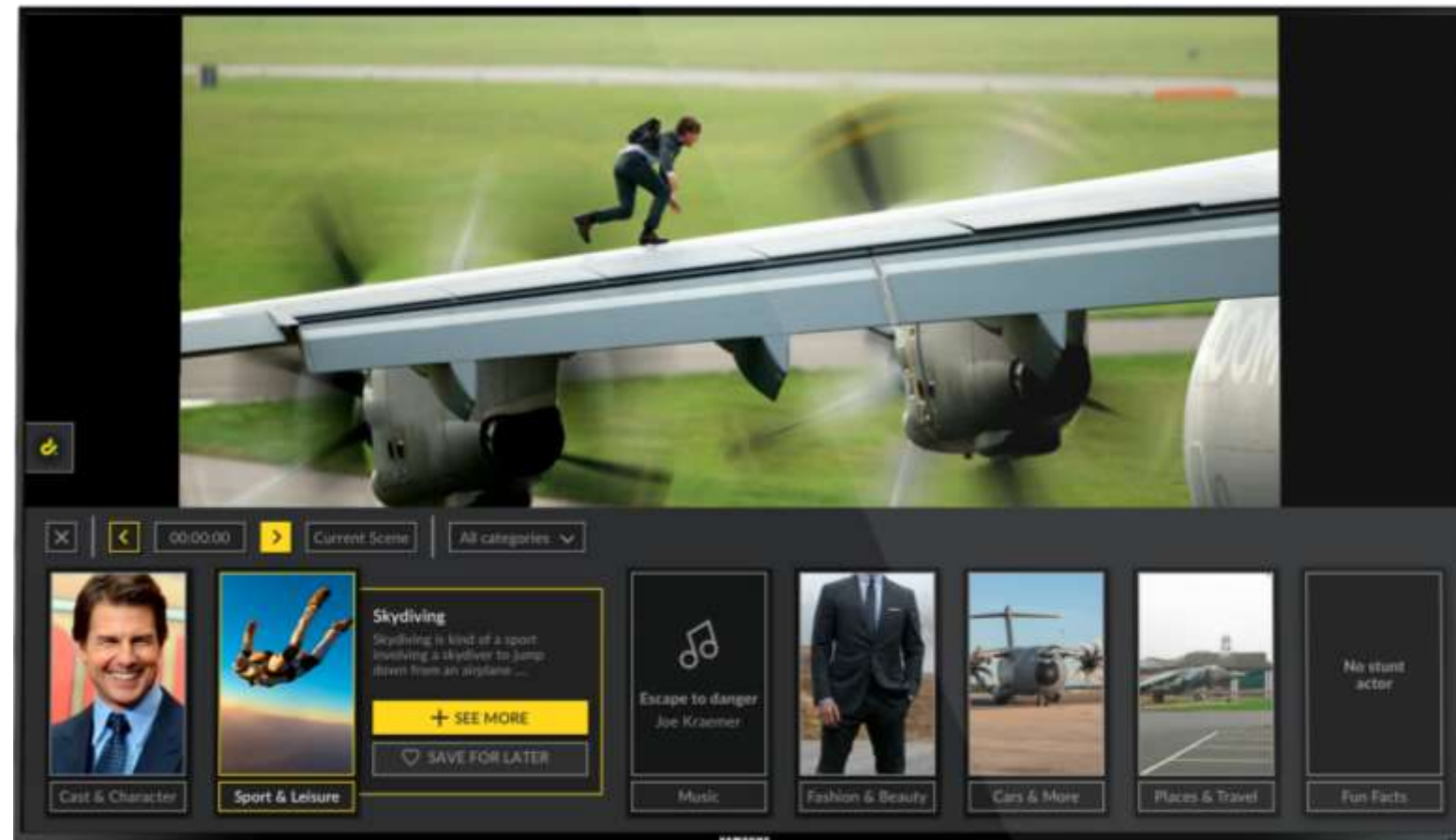


- Multi-device and multi-platform
- Fully customizable UI and UX
- Automatic retailer's catalogue integration
- Offered as End-2-End Managed Service
- Offered as White Label (*powered by Dive*)

[Click to watch the demo video >>](#)

Dive Experience Amplifier also opens new ways to monetize videos by organically blending advertisements into contexts, ...

Example

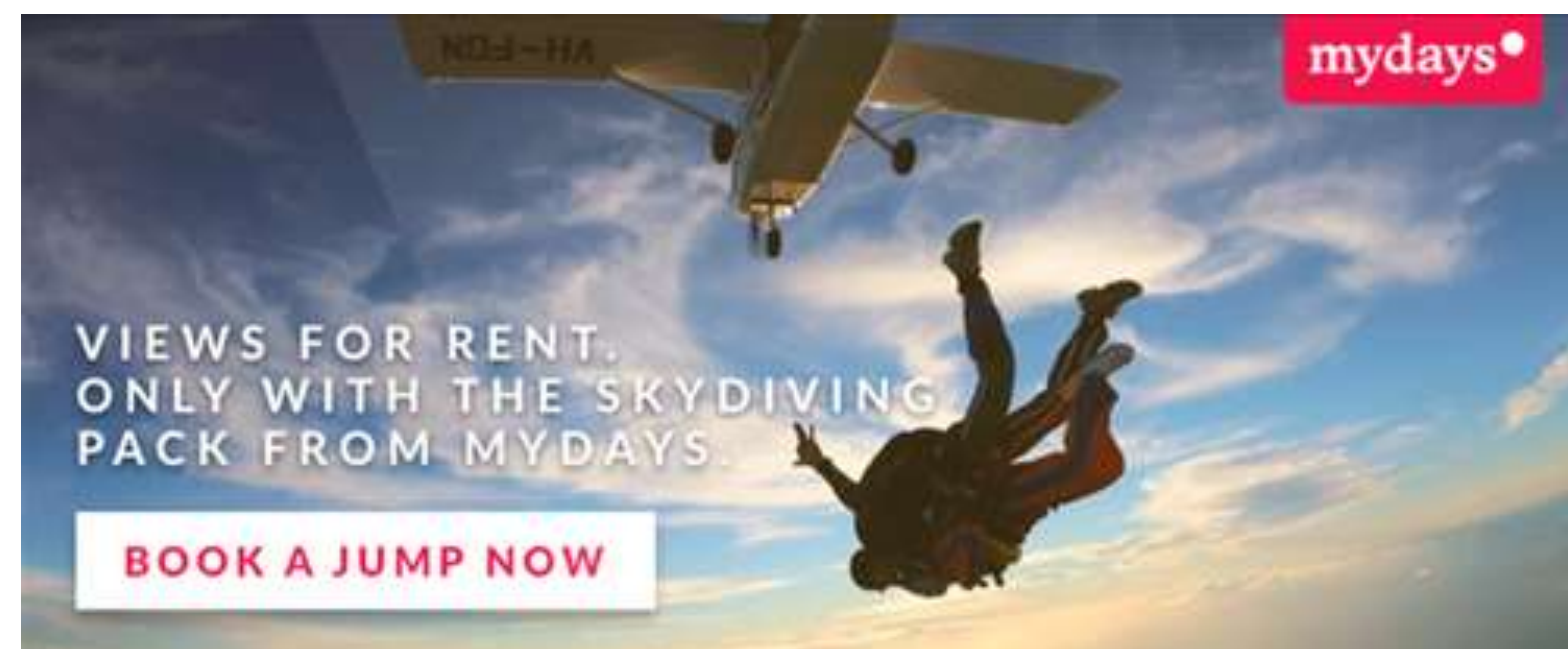
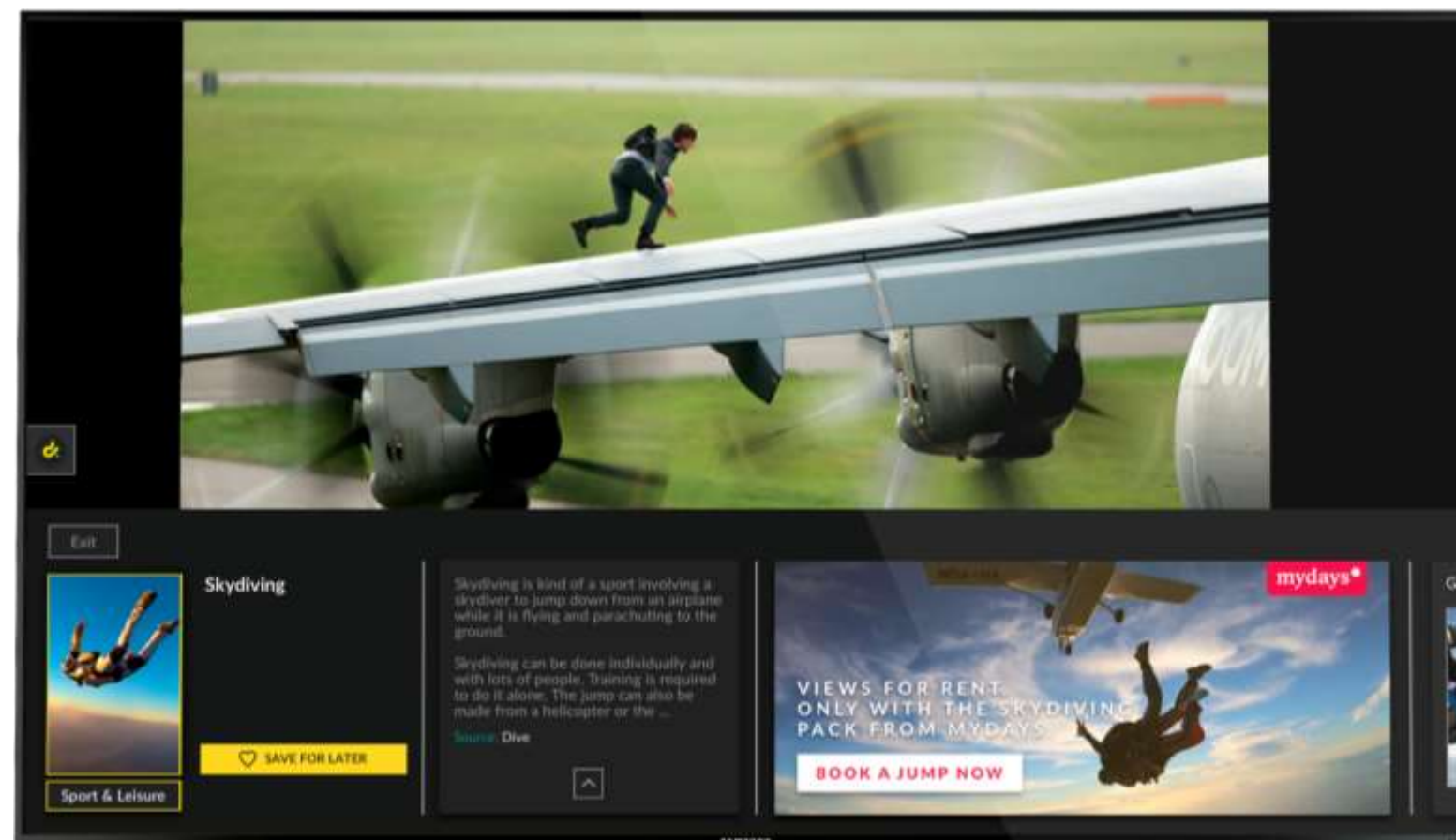


Movie Mission Impossible Rogue Nation

Scene Plane scene

Contexts Tom Cruise, Skydiving, Black Suit, Airbus A400M, RAF, Stamford

When a viewer taps on the “Skydiving info card” he/she gets the information and an offer from **mydays** to try the experience.



- Contextual ad for higher impact*
- Increased brand awareness
- Increased ad recall
- Decreased cost per reach

Different ads shown to different audiences watching the same programme at the same time, at their precise “moment of truth”

... **and creates a new** revenue stream without any giving any notion of selling because every ad or eShop offer becomes part of the consumer experience

Example




[Click to watch the "2nd Screen" demo video >>](#)

Viewers can always bookmark the objects of interests and review them later



Save anything at anytime!

You can save any “object of interest” for later review by clicking on the  **SAVE FOR LATER** icon.

You can look them up later in the  **MY CARDS** section, **curate your own collection**, share them with your friends or even shop.

This collection of interests curated by the consumers will also open a highly **targeted touchpoint** for brands & retailers to engage with the consumers.

Dive extends the content experience to all stages of user journey, i.e. before, while and after watching

before WATCHING

Because it's the right moment to recommend a content ...

Dive adds a new layer of insights, one that is based on the “**Contextual Engagement Metadata**”, i.e. “*what in any scene does the viewer engage with*”. Dive uses its **Knowledge Graph Engine & Predictive Analytics** to recommend content based on viewers' interests.

(e.g.) if user engages with “fashion” in different scenes, we can also recommend some fashion trend-setting movies/TV shows

while WATCHING

Discover the contexts and Dive into it

Realtime and **personalized** interaction with different objects, elements and facts in the scene. Users can **define** their preferences and select the categories which best match their tastes.

after WATCHING

Because items seen in movies & TV shows continue to linger in **our minds ...**

The contextual information doesn't disappear after the users have watched. Dive offers a selection of content from movies and TV shows that users can **search and filter** anywhere, anytime. Users can bookmark and **curate** their own collection of products that inspire them.

Dive Experience Amplifier is a Turnkey Solution that can be easily implemented into media streaming platform, STBs and end user apps

Seamless API Integration

Dive API for real-time access to scene-level time-stamped contextual metadata and audience engagement data. It integrates with all kinds of platforms and OS.



Cross Platform SDKs

A library of cross-platform frontend SDKs with variety of UI templates customisable to Client's brand look & feel.



Retailer's Integration

Pre-integrated commercial catalogues from dozens of E-Commerce retailers covering more than 20 Million SKUs, which are mapped to hundreds of thousands of objects. New retailers can be easily added.



Authoring Tools

Easy-to-use tools & interfaces to allow Client teams to add, edit, enrich the "info cards" and maintain full editorial control over the information shown to the viewers.



Dive Experience Amplifier is clearly ahead of Amazon X Ray for Movies:

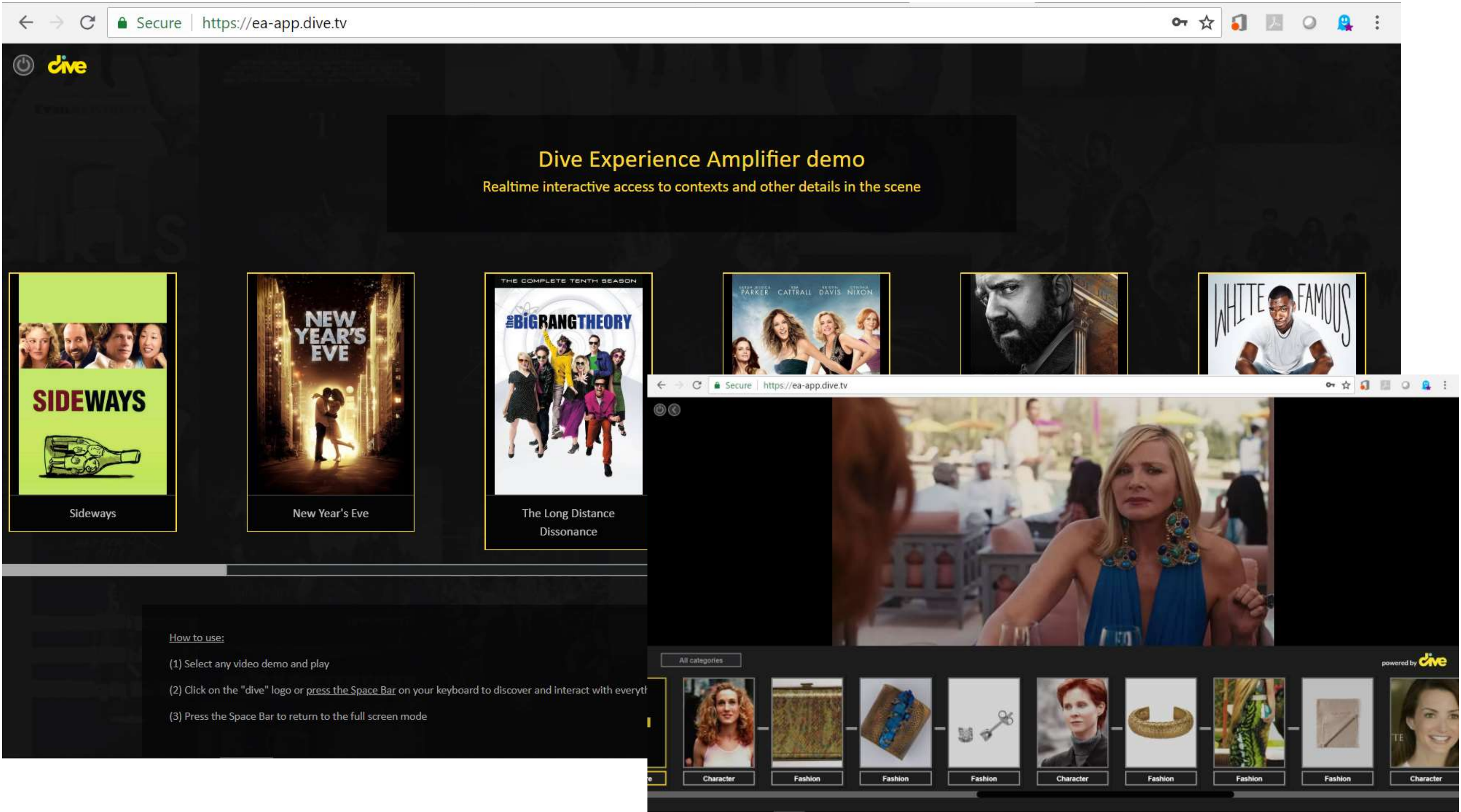


“
There are a half-dozen places to watch the newly digitized Star Wars movies, from Netflix to iTunes, and they're the same epics no matter where you buy—the power of X-Ray is Amazon's most compelling bid to be the place you spend your \$20.

WIRED

	Amazon X Ray	Dive Experience Amplifier
Information Categories	4 categories of information - Actors/characters, Synopsis, Trivia and Music	20+ categories – Actors/characters, Trivia, Music, Vehicles, Fashion, Food, Location, Monument, Art, Gadget and more
Metadata Source	IMDb	Curated from multiple sources
Available On	Amazon Prime Video	Any VOD and TV platforms & apps
OS Compatibility	Amazon Fire TV, Kindle, iOS and Android mobile	iOS, Android, Android TV, Tizen, Orsay, NetCast, WebOS and Web Browsers
Contextual ad & Commerce	No	Yes and agnostic (can integrate any retailer and advertiser)

Web Browser Demo



Demo Account

<https://ea-app.dive.tv/>

Username: microsoft

Password: DiveTV

Customisable UI/UX,
adaptable for any
platform/OS

THANK YOU.
WE LOOK FORWARD TO WORKING WITH YOU!