



## Press Association and Vizimo to create new range of VOD discovery services

The Press Association has signed a technology partnership with [Vizimo](#) to create a new range of video on demand (VOD) discovery services for digital platforms.

A portfolio of products will aggregate Press Association [TV listings](#) with VOD listings and links to broadcasters' catch up services.

Combining Press Association TV listings content and Vizimo's technology, which blends automated semantic techniques, editorial and social recommendations, the new range of services will enable users to easily find content most relevant to them.

In addition to helping users navigate to traditional broadcasters' online offerings, the services will, in the future, be able to integrate VOD content from any digital content provider.

Tony Watson, managing director at the Press Association said: "By combining TV and VOD listings with an innovative recommendation engine, we are developing a range of products that will help users navigate the increasing complex world of online video content.

"The Press Association has always provided market-leading TV listings guidance for print and digital clients and the intelligent, contextual inclusion of VOD content marks a natural evolution. We are delighted to be partnering with Vizimo, and offering innovative products to users, customers and advertisers. We look forward to forging similarly exciting partnerships in the future."

Simon Steward, Vizimo chief executive officer said: "As the VOD market matures, the focus is shifting away from the infrastructure needed to distribute huge content archives

and towards discovery - the problem of connecting viewers to the right content - and our advanced technology has been specifically designed to address this discovery problem. We have an exciting roadmap of innovation to support the multi-platform, multi-device, on-demand world of TV that's fast taking shape."

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## **Vizimo**

Vizimo brings content and viewers closer together. The key to Vizimo's approach is a unique ability to understand the "aboutness" of content. By understanding what a particular programme is about, we are able to identify similar programmes, profile viewers' interests and dynamically generate recommendations across any set of broadcast or on-demand content.

We work with partners across the media value chain to deliver innovative services. Our technology allows flat media guides to be transformed into personalised storefronts through which viewers can be presented with relevant, personalised content from a variety of sources. And by targeting products and services based on users' profiles, we enable media guides to be monetised in new ways.

Our technology is key to driving the convergence of broadcast and on-demand media and is critical to delivering coherent, multi-channel services across web, mobile and set-top box.

[www.vizimo.com](http://www.vizimo.com)

## **Press Association**

The Press Association is the UK's trusted source of compelling multimedia content.

It is the market-leading supplier of TV guides; providing services to newspapers, magazines, broadcasters, websites and mobile operators. We maintain the most

comprehensive database of TV and radio listings available in the UK with schedules for more than 650 channels.

For 140 years, the Press Association's network of journalists has been gathering news and information for the media. Today the company supplies everything from breaking news and showbiz interviews to real-time sports results and the weather forecast.

The Press Association is today a digital business, with the ability to supply tailored text, pictures and video for use on any platform.

The Press Association is owned by PA Group Limited, a private company with 27 shareholders, including Associated Newspaper Holdings Limited, News International plc, Trinity Mirror plc and United Business Media plc.

[www.pressassociation.com](http://www.pressassociation.com)