

ContentWise Srl

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ContentWise is the content personalization system for Pay TV, OTT, VOD and streaming services with headquarter in Milano and branches in California, Boston and New York.

ContentWise adds dynamic UX personalization, content discovery, editorial automation, metadata management and predictive analytics to any video service. The ContentWise suite helps acquisition, marketing and editorial teams match content to each viewer's profile, predict consumption patterns, increase ARPU and automate editorial tasks.

Customers include maxdome, Mediaset, Sky, TIM, TrueVisions and leading operators worldwide.

ContentWise automatically populates each UI element with the most relevant content. ContentWise unifies the content offering of linear TV, catch-up, SVOD, TVOD and OTT in a seamless viewer experience. Set-top box and client applications consume the ContentWise APIs in realtime, with no need to update client front-end software to rollout changes in UI behavior.

ContentWise profiles viewers and delivers personalized recommendations, predictive search, adaptive browsing, micro-genres and personalized UI layouts. The ContentWise personalization engine analyzes users' viewing history and preferences and ingests VOD catalogs, EPG, news feeds and third-party metadata to match content to each individual viewer.

ContentWise uses data to help editorial teams analyze behaviors, measure catalog performance and automate curation tasks. Targeted promotions, "next-up" suggestions and playlisting are just some of the use cases powered by ContentWise, giving operators maximum editorial control while exploiting automation at scale. Predictive analytics and A/B testing tools inform content planning and acquisition.

We are looking for **Data Scientists**, **Software Engineers** and **Solution Engineers** in Milan.

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