Gracenote OnConnect & View solutions for **Mediaset**

J. Roques - Sales Director, Europe

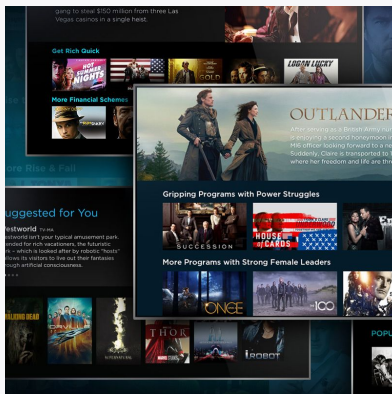# Agenda

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3   Solution #2: Gracenote View

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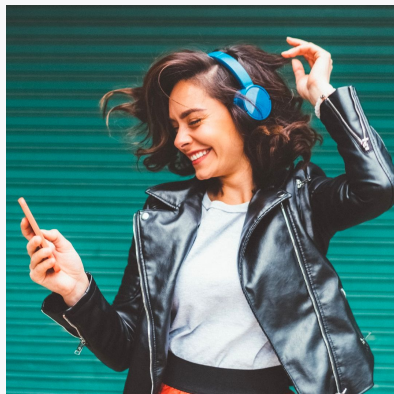a nielsen company

Gracenote profile & strategy

Gracenote Content Solutions

A Nielsen company - global
Entertainment data and technology leader

Active globally, we innovate to power large pay-TV providers, streaming platforms, media companies, CE manufacturers, music services and automakers.
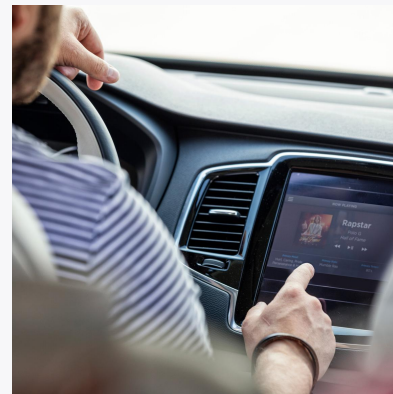

TV/Video

Audio/Music

Sports

Automotive

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Delivering Capabilities and Value in Video

Enabling a super-aggregator experience across linear, VOD, Streaming.

Facilitating regional replatforming, platform syndication, with global coverage

Driving nuanced recommendations, personalization and advertising with contextual data

Enriching visually stunning and immersive UI/UX

Enabling ecosystem support of streaming applications, pay-tv services and second-screen experiences
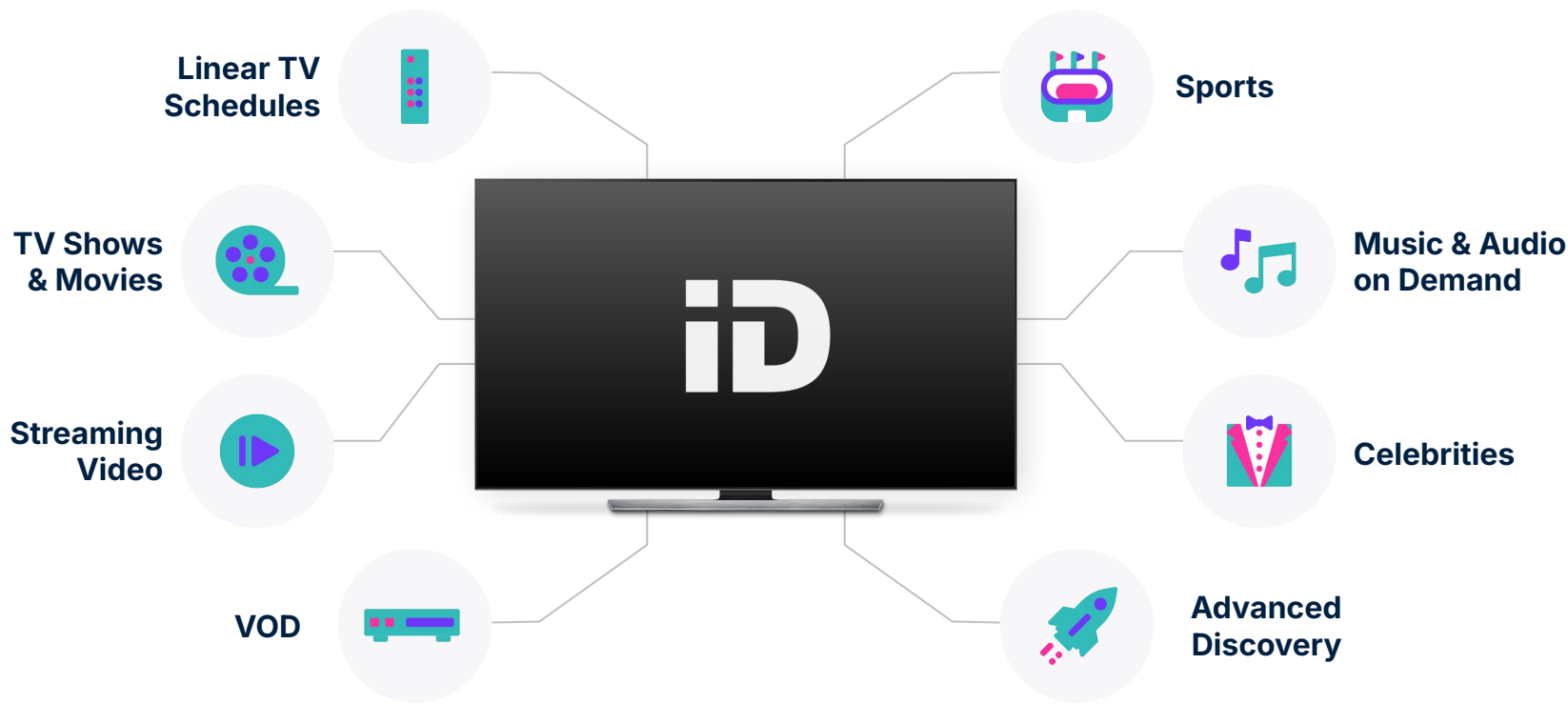
Supporting FAST and AVOD distribution methods

Building cross-media experiences in Video, Sports and Audio.

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Gracenote IDs for Super Content Aggregation

Linear TV Schedules

TV Shows & Movies

Streaming Video

VOD

Sports

Music & Audio on Demand

Celebrities

Advanced Discovery

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THIS IS US

Celebrity Info

Mandy Moore
April 4, 1984
Nashua, NH, USA

Series, Season, Episode Descriptions

SEASON 5 - EPISODE 1:

Forty: Part one; Forty: Part two
The Pearsons gather to celebrate their 40th birthday while musing about the day they were born.

Cast & Crew

Milo Ventimiglia
Actor
Jack Pearson

Sterling Brown
Actor
Randall Pearson

Chrissy Metz
Actress
Kate Pearson

Justin Hartley
Actor
Kevin Pearson

Imagery

Gracenote On Program ®

Comprehensive and deep data to power guides, search use cases and content discovery for global pay-TV and streaming services.

- **Global Dataset:** aggregated and normalized metadata for millions of EPG schedules, Movies, VoD / Streaming programs and cast & crew members, across France and Europe

- **Premium Coverage:** data rigorously maintained, deduplicated and enriched by Gracenote Editors in order to ensure record completeness and overall reliability

- **Search & Discovery:** Gracenote common IDs enable cross-media linking of content across linear / VoD services and platforms.
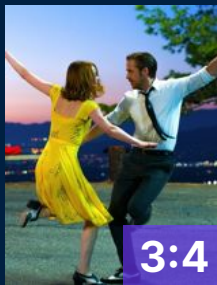
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Enhanced images for movies, series and cast
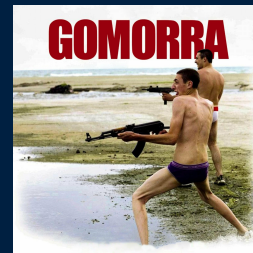

Vast image library for TV shows, movies, sports, cast & crew celebrities in standard sizes & aspect ratios

Show banners, logos, iconic images, episode stills, movie poster art, celebrity photos, and more.

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Solution #1:
Gracenote OnConnect

OnConnect – Overview

- Lookup API with JSON output

- Program language support for primary language for supported EPG countries - in this case, Italy, Spain, UK.

- Use Case: transactional session with no permanent storage of data

- Lookup by Gracenote ID (programs, people)

- Program Title Lookup
  - Content catalog search, matching and enrichment;
  - Movie/TV Series Search.

OnConnect unique benefits:

- ➢ Eliminate the pain of managing multiple files, DBs and backend infrastructure

- ➢ Rapidly innovate & accelerate your speed to market.

- ➢ Allow the ability to avoid the overhead of ingesting, storing & serving images

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OnConnect Endpoints

In green: most relevant and qualified endpoints for Mediaset

Lineups
Lineups by postal code
Lineup details
Lineup channel listing
Lineup Airings (TV Grid)

Stations
Stations details
Stations airings

Programs
Program details
Program airings
Program search
New shows airing by day
New shows aired last week
Advance planner
Program images
Program genres

Series
Series details
Series airings
Series episodes

Movies
Movie versions
Movie airings on TV
Movies on TV by day
Theatres by postal code
Theatre details
Theatre showtimes
Movie showtimes
Movies playing in local theatres
Future releases

Sports
Sports with organizations
Sports events airings
Sports non events airings
Universities
Teams by organization
Teams by university
Team details
Team airings
Organization airings

Celebrities
Celebrity details
Celebrity airings
Celebrities on talk shows by day
Celebrity images

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Gracenote OnConnect documentation

- Overview

    http://developer.tmsapi.com/docs/read/data_v1_1

- Program endpoints

    https://developer.tmsapi.com/docs/read/data_v1_1/programs#

- Reference

    http://developer.tmsapi.com/docs/read/data_v1_1/Reference

- API Explorer

    http://developer.tmsapi.com/io-docs
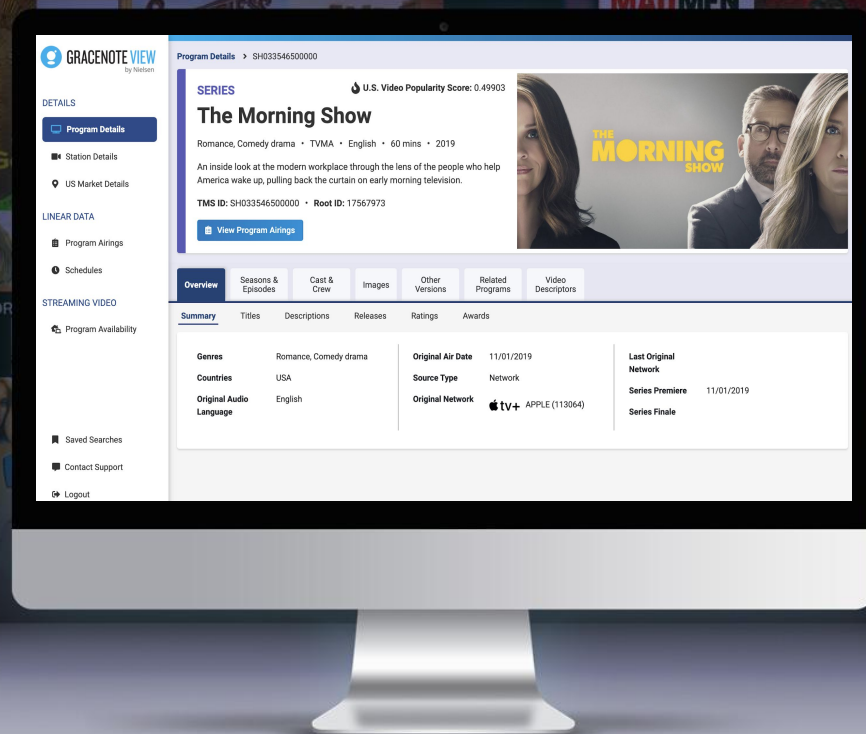
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Solution #2: Gracenote View

Gracenote View
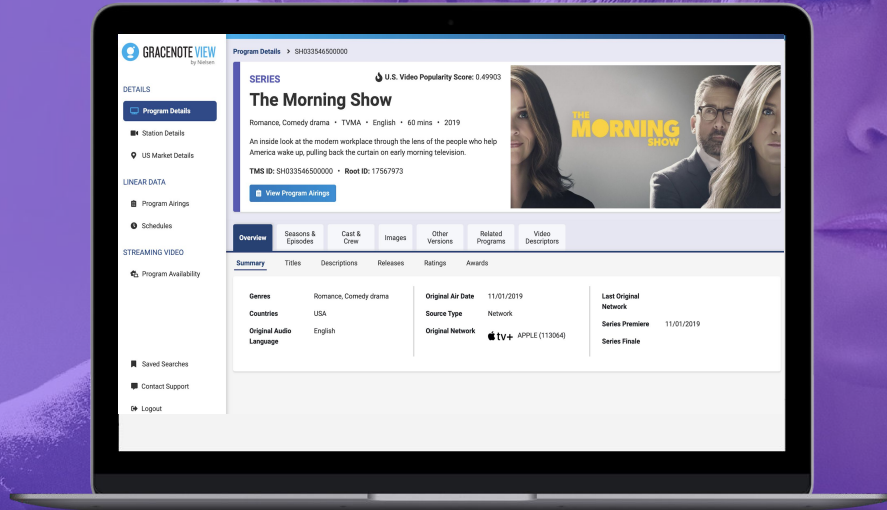
your go-to platform for TV & Video metadata

An **easy to use web application** that lets users across your organization tap into the power of Gracenote TV and video data sets

Provide a best in-class Entertainment Experience

Verify and promote content with easy access to world-class video metadata Programs:

- Find and verify program details and IDs
- Use Advanced Search to locate and group content
- Access in-depth TV show and movie data including:
  - Core descriptive data
  - Video Descriptors
  - Branded & market imagery

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Comprehensive Program Data

Overview

Gracenote IDs

Titles & Descriptions

Seasons/Episodes

Celebrity/Cast & Crew

Awards

THE **MORNING** SHOW

Original Air Date/Release Date
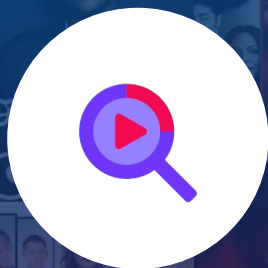
Original Network

International Releases

Other Versions

Ratings

Related Programs

Video Descriptors

Note: Data export/download capabilities available

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Gracenote View

EXPLORE

Provide a best in-class Entertainment Experience

- Look-up and download Gracenote's program metadata, imagery & IDs
- Create new UI experiences
- Promote content in various ways

TRACK

Ensure superior quality on all your Distribution Channels

- Track schedules and program airings across linear TV schedules
- Validate deep links to enable proper search & discovery
- Benchmark against competitor programming

ACCOUNT

Confirm airings and   proper monetization

- Reconcile content airings and streaming royalties
- Audit for performance royalties
- Manage paid programming buys.

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Access Gracenote program imagery

View and save imagery from an extensive library of local and international TV show and movie imagery

- Movie poster art, VOD art, iconic, scene still images

- TV show logo, series banners, episodic images, iconic, cast images

- Standard sizes/aspect ratios

Note: Downloading Imagery requires license to Gracenote's Media Cloud service

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Statement of Compliance

Gracenote Compliance Matrix (1/2)

Mediaset requirements	On Connect	Gracenote View	Comment
Data to Be Retrieved - Descriptive metadata for movies. series and episodes including			
Titles in English, Italian & Spanish where available	Fully Compliant	Fully Compliant	
Release Year / First Air Date	Fully Compliant	Fully Compliant	
Cast lists, names etc.	Fully Compliant	Fully Compliant	
Episode numbers, titles.	Fully Compliant	Fully Compliant	
Images: posters, headshots	Fully Compliant	Fully Compliant	
Additional optional items			
Parental rating	Fully Compliant	Fully Compliant	
Score / Viewer Rating	Not Compliant	Fully Compliant	Popularity scores (US driven) are exposed to Gracenote View
Additional IDs	Not Compliant	Not Compliant	Additional IDs stored in our database are not exposed to On Connect, nor to Gracenote View at the moment. Other delivery methods are possible depending on the use-case. We are willing to discuss this requirement further should Gracenote be selected to the next steps of this RFP process
Box Office information	Not Compliant	Not Compliant	

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Gracenote Compliance Matrix (2/2)

Mediaset requirements	On Connect	Gracenote View	Comment
Example Use Case			
User queries within our system for "movie" name like "Jaws".	Fully Compliant	Fully Compliant	
System displays list of matching records from your system	Fully Compliant	Fully Compliant	
User chooses a record	Fully Compliant	Fully Compliant	
System imports the data.	Fully Compliant	Not Compliant	Gracenote View is a web User Interface showing the data available in Gracenote database. Copy/paste and images download are done manually
Usage			
Data will be exchanged within systems, which consists of in-house-developed and third-party systems.	Fully Compliant	Fully Compliant	
It will supplement manually input data or data from other sources.	Fully Compliant	Fully Compliant	
It will primarily be surfaced to internal users.	Fully Compliant	Fully Compliant	
Some data may be included in external-facing data e.g. some cast & crew data may be exposed on a web site or electronic program guide	Fully Compliant	Fully Compliant	

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Commercial proposal

Main commercial conditions

- Gracenote solution for Mediaset:

  - **On®Connect Movies, Series & shows - Italy, Spain, UK;**
  - **Gracenote View - Programs - Italy, Spain, UK**

- Applicable countries: Italy & Spain. Languages: Italian, Spanish, English (UK).

- Delivery method: OnConnect® data delivery API + Gracenote View web portal

- All set-up fees are waived for Mediaset

- Contract template: Gracenote

- Initial contract term: 12 months

- For future renewals: 3% price index applied annually

- Gracenote standard product. Any specific demand for new record creation, ingest and editorial actions may be subject to a specific quotation for VOD Program Services.

- Validity: agreement signature by March 31, 2025

- Payment term: 30 days net.

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Price list

Commercial proposal - *Offer for Mediaset valid until March 31, 2025*		Initial contract *(12 months)*
		Monthly data license fee
1	On®Connect - Minimum Guarantee per month, inclusive of: - up to 1M OnConnect API transactions per month - up to 15 seats for OnConnect (individual users)	€5,490
2	Gracenote View web application: 1st seat	offered
Options	*Additional fee, for each additional block of 1M, for OnConnect Data delivery API transactions in excess of 2M*	€4,125
	Additional Gracenote View seats - unit fee, for Programs only	€475

Validity: Q1 2025.

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