

loop.ai Group AUTOMATED MOVIE TAGGING FROM PUBLIC REVIEWS



BUSINESS CHALLENGE

The client aimed to boost revenues in its IPTV pay-per-view business by enhancing the performance of their recommendation system through automated movie tagging based on public audience reviews in multiple languages. Previously, the client relied on metadata such as genre, MPAA rating, and cast for categorizing movies. They then implemented a Netflix-inspired method that involved people watching and tagging movies, which resulted in a 100% revenue increase. However, this approach proved to be expensive, slow, and not scalable, particularly when enriching the full catalog of tens of thousands of movies.

COGNITIVE SOLUTION

The cognitive application developed by a Loop Certified Partner utilizes the Loop Cognitive Platform to analyze movie critics' reviews from multiple sources, enabling in-depth tagging of movies based on the reviewers' key highlights rather than the movie's content.

Dark data used for learning:

A collection of websites featuring movie reviews.

Dark data used for reasoning:

All the reviews associated with a specific movie.

Industry: Telecommunications

LEADING ASIAN OPERATOR

A telecommunications company offering internet, IPTV, mobile, and fixed-line telephone services to over 500 million mobile subscribers across 25 countries.

Industry: Media

LEADING EUROPEAN PAY TV

A major European TV company delivering IPTV services to over 15 million mobile subscribers across 3 countries.

RESULTS

270% INCREASE in revenue of the pay-per-view business compared to the previous human tagging

99% DECREASE of human total processing hours

100% PROTECTION of legacy system investment. The client didn't have to change its recommendation engine.