



Vizimo's API-based service suite to deliver unprecedented levels of TV personalisation and recommendation

Showcases new capabilities at SxSW Interactive, March 13th-17th 2009

Personalised TV guidance developer [Vizimo](#) today launched an API-based service which enables any other service provider easily to add unprecedented TV personalisation and recommendation into its own products – whether on a set-top box, web or mobile.

Vizimo will showcase these capabilities for the first time at the [SxSW Interactive trade show](#) [March 14-16].

The three tiers of Vizimo's new API-based service are:

- V-TV Free, which is open to any service provider, free of charge. A service provider can send a programme reference and V-TV Free will return recommendations based on the standard body of TV content in that particular geography.
- V-TV Plus, which offers additional layers of sophistication including personalisation. Additional functionality includes: the creation and maintenance of profiles using Vizimo's unique profiling capability; profile-based recommendations; time-sensitive recommendations; and specification of a content source. The latter capability means a service provider can define a bias towards recommendations from specific bodies of content, such as premium or pay-per-view channels.
- V-TV OD, which is an extension of V-TV Plus. Recommendations may be drawn from on-demand sources as well as broadcast schedules. The OD option also enables service providers to specify the current device being used – such as 'mobile' or 'web' – so recommendations can include content suitable or available to view immediately.

Simon Steward, Vizimo's CEO, said: "We've expended time and effort engaging with the market in order to develop a service that makes sense to the widest possible audience, is accessible to the widest possible audience and delivers unique value."

Vizimo will also continue to offer consulting services to clients, undertaking some bespoke development aimed at helping partners achieve the most out of Vizimo's TV personalisation capabilities. Vizimo also continues to develop and enhance its direct-to-consumer proposition under the Tioti brand name, which acts as a test-bed for innovation.

[Click here](#) to register your interest in Vizimo's V-TV recommendations API service.

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SxSW Interactive

SxSWi takes place in Austin, Texas, March 13-17 2009. The UK Digital Mission stand is located in the Grand Ballroom, Level 4, Austin Convention Center. The trade show is open March 14-16.

About Vizimo

Vizimo develops personalised TV guidance solutions that tie together TV, the web and, increasingly, mobile devices. Its intelligent, interactive, guidance technology enables viewers to find, discover, manage and watch TV or video programmes that they are interested in.

Vizimo's solutions make use of sources that include broadcast TV, on-demand and catch-up services, Internet TV and mobile video services, and are designed engage viewers with a genuinely personalised guide that works coherently across TV, web and mobile.