What Does The Viewer Want To Watch?

BIG LITTLE LIES + modern family

(Example programs)

Who Published The Content?

Television Network
- HBO
- ABC
- USA Network

SVOD
- Amazon Prime

Production Company
- 20th Century Fox
- HBO

Who Aggregated The Metadata And Artwork?

TV Data Aggregator
- Gracenote
- Red Bee
- TiVo

Video Store
- iTunes
- Prime Video
- IMDb
- Common Sense

How Does The Viewer Want To Watch?

Pay TV
- Xfinity
- YouTube TV

Direct to Consumer
- HBO
- HBO Max

SVOD
- Amazon Prime

CE Manufacturer Universal Search & Browse
- Apple TV
- Fire TV

On What Device Are They Watching?

Legacy STB

Current-Gen STB (Comcast X1)

Connected Device (Apple TV)

Computer/Mobile (Apps)