

EDITORIAL SERVICES

TRANSFORMING CONTENT INTO OPPORTUNITIES

Content is the main differentiating factor for TV operators. Discover how our editorial services can help boost your content catalogue and achieve:



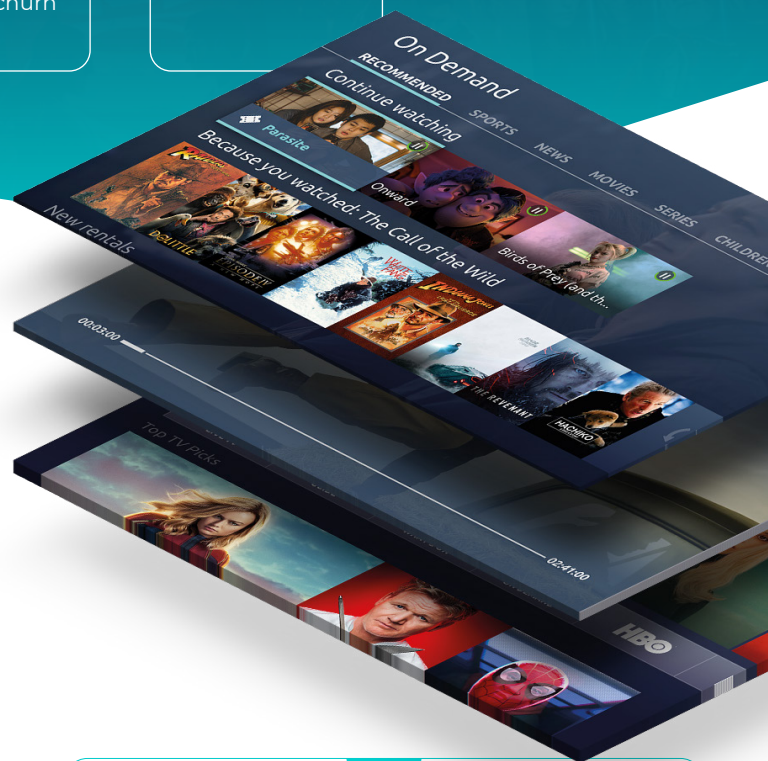
THE CHALLENGE OF MAXIMISING CONTENT

TV operators manage a **complex catalogue**, offering TV content, TVoD, catch up TV, AVoD, SVoD, etc.

They also face increasing competition, as the number of subscribers to **SVoD platforms** continues growing day by day.

Investing in content is a key point to attract subscribers. However, a larger choice comes with the risk of paralysing users, not knowing what to choose among too many options - the well-known **paradox of choice**.

How to then make the most of content catalogues and curb cord cutting without falling into "**infinite catalogues**"?



Global SVOD platforms are estimated to reach close to **700k subscribers** by 2025, 250k more than in 2020.

THE PERFECT BALANCE

Offering the best content is not enough - it must be relevant, and easily found by users, where and when they want it. Editorial curation makes it possible by bringing editors and algorithms together.



UNMATCHED SENSITIVITY OF THE HUMAN TOUCH



DIGITAL EFFICIENCY OF THE PLATFORM'S ALGORITHM

ABOUT OUR EDITORIAL CRAFT

AT MIRADA, WE SUPPORT OUR CLIENTS WITH A UNIQUE AND PERSONALISED EDITORIAL SERVICE

.izzi!



GUILLERMO SALCEDO
Product Marketing
Director

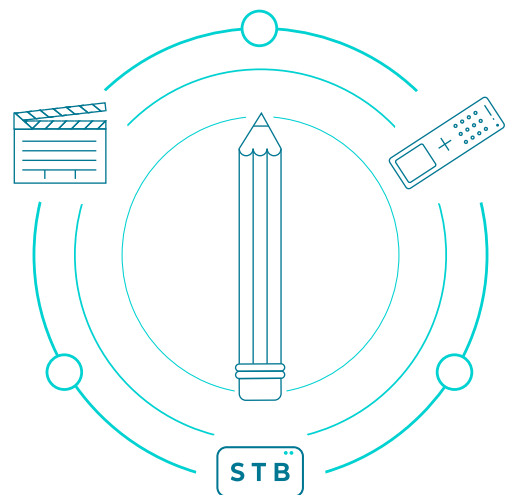
"Mirada's technology powering izzi's multiscreen solution is the most advanced in the region."

orange™



JOSEP MARIA RABÉS
TV Services Director

"Ever since we began our collaboration, results have greatly exceeded our expectations, helping boost our content consumption in more than 50%."



WE EMPOWER OPERATORS TO GET THE MOST OUT OF THEIR CATALOGUE AND PLATFORM



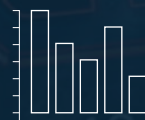
In-depth analysis of strategy and promotion channels



Localised proposal in the operator's market



Boosting content promotion through existing infrastructures



Service bonus or penalty according to results

Our dedicated editorial team offers both continuous support and management services, as well as tailor-made consultancies to fit the needs and demands of every operator.



ARE YOU READY TO BOOST YOUR CONTENT?

Contact us at info@mirada.tv to learn all about our editorial services and how they can help operators achieve their goals.