



ENGAGEMENT AND RETENTION:

How Bandai Namco Filmworks Leveraged
TiVo's Personalized Content Discovery
Platform to Meet Their Objectives



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What is Bandai Namco Filmworks?

BANDAI NAMCO FILMWORKS is a Tokyo-based animation studio that is renowned for the production and distribution of popular and original anime series.

BANDAI CHANNEL is their OTT service consisting of 5,000+ series, including over 50 of the critically acclaimed and exclusive *Gundam* series.

BANDAI NAMCO FILMWORKS recently turned to **TiVo's Personalized Content Discovery (PCD)** for optimizing the content discovery experience with Bandai Channel. The studio needed a comprehensive solution for the challenges of promoting the channel's 5,000+ anime series to audiences.



BANDAI NAMCO

How did Bandai Channel resolve their issues and what solutions did they implement?

- **BANDAI CHANNEL** used **Personalized Content Discovery** (PCD) to populate the content carousels, resulting in a holistic, personalized, on-screen user experience that engaged the user with their desired content.
- In any given month, they displayed over **100** PCD-powered carousels in their user interface that included a mixture of programmatic and hand-curated content.
- Their content carousels were boosted by personalization and popularity viewership models that made the items within each carousel more relevant to individual users.
- They regularly updated their content by using the Engagement Console with content being refreshed everyday.

Content and genres used for case studies

work metal game action anime
world light comic romance recommend
robot mystery weekly fantasy parallel universe
japanese releases narou horror novel
comedy gakuken live musical
full brave popularity magical girl
series



**By implementing
TiVo's Personalized
Content Discovery (PCD),
Bandai Channel achieved
significant improvements:**



**A 50% reduction
in end user churn.**

Churn dropped from **20%** to **10%** once PCD was implemented.



Increased average
revenue per user
(ARPU).

BANDAI CHANNEL achieved an **INCREASE IN ARPU** as their customers became more engaged, had a consistent user experience across devices, and could easily access their favorite content.



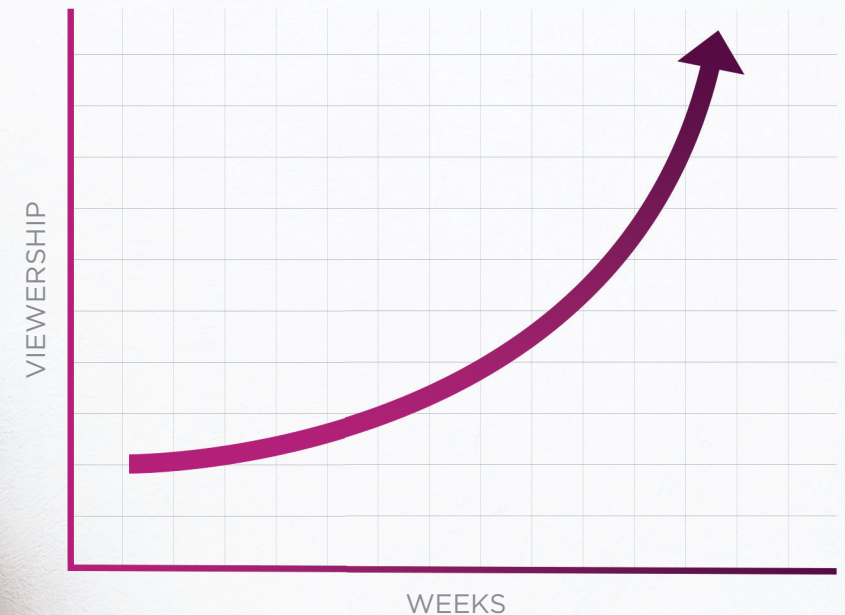


**Personalized
user content that's
more relevant
and engaging.**

USER ENGAGEMENT AND VIEWERSHIP INCREASED.

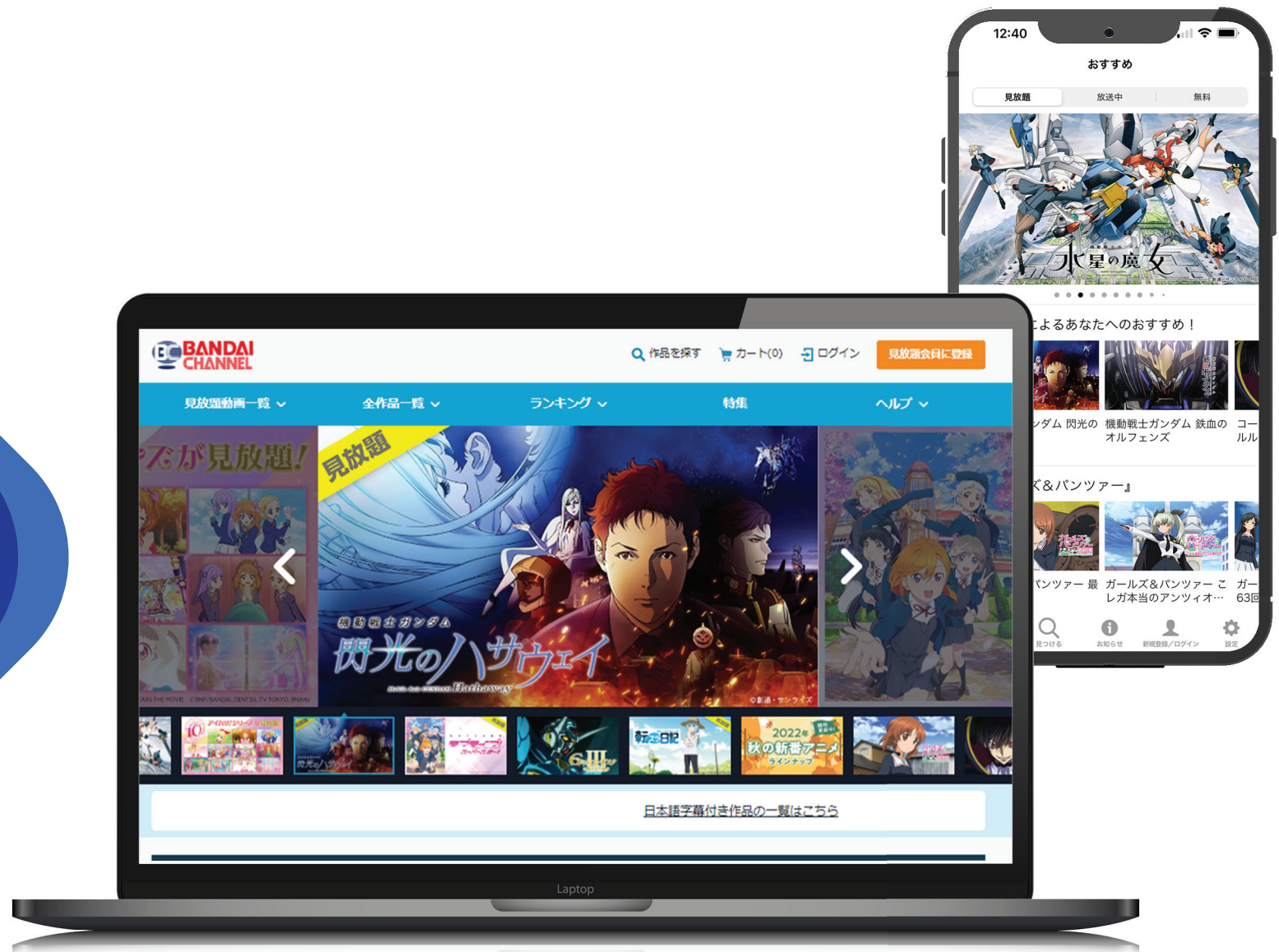
Improved content organization and promotion resulted in an increase in effective catalog size that delivered more personalized and relevant content.

Over the course of a year, the number of users watching more than three shows in a given week **increased**.





A unified and
consistent user
experience across
devices.



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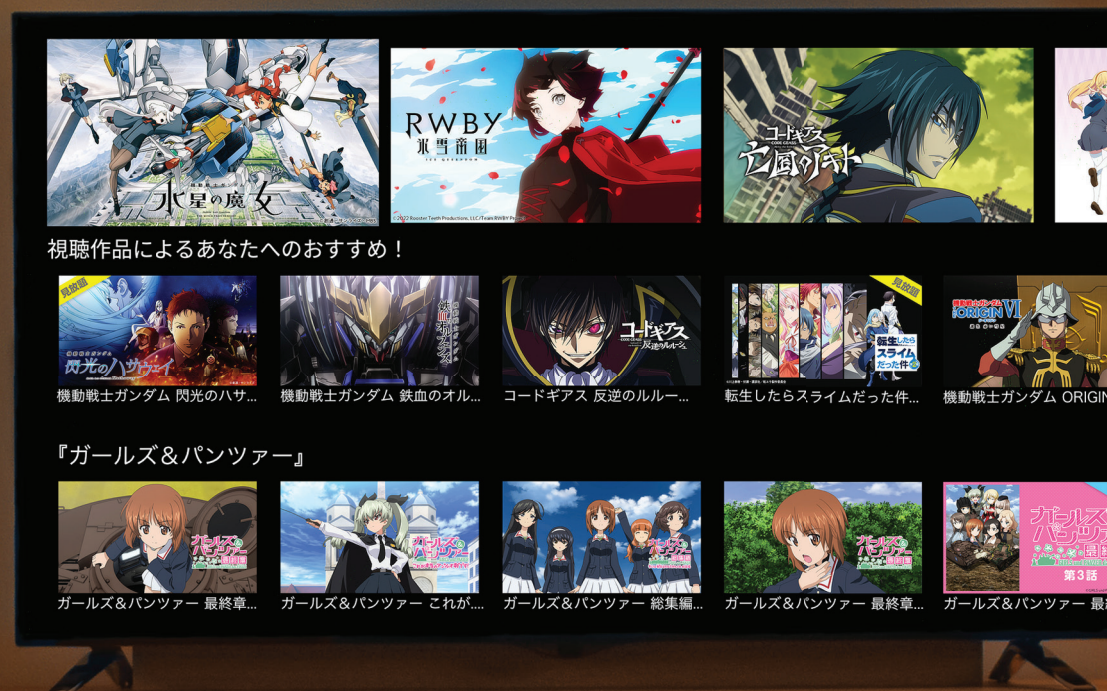
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★★★★★

The ability
to promote selected
content items within
the carousels.



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Improved
visibility into
UI performance.

TiVo's Insight console provided **BANDAI CHANNEL** with **VISIBILITY INTO USER ENGAGEMENT AND PERFORMANCE** so they could regularly optimize the user experience.





New, fresh
content,
personalized and
curated for
each user.

PRE-PCD VS. POST-PCD CONTENT CAROUSELS

With PCD, **BANDAI CHANNEL** was able to refresh their UI faster and more frequently, regularly providing their users with new and more personalized content.

PRE-PCD



POST-PCD



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CONCLUSION

By using TiVo's Personalized Content Discovery,
BANDAI CHANNEL achieved:

Improved
visibility into
UI performance.

Increased average
revenue per user
(ARPU).

New, fresh
content, personalized
and curated for
each user.

A unified
and consistent
user experience
across devices.

The ability to
promote selected
content items.

Personalized
user content that
is more relevant
and engaging.

A 50% reduction
in end user churn.



“

Since implementing PCD, we've seen a dramatic improvement in end user engagement and retention, along with realized operational efficiencies using the tools provided in the platform.

”

KAZUAKI MIHARA

Leader, Streaming Service Division, Digital Marketing Department,
Japan Streaming Section, Bandai Namco Filmworks Inc.

Are you interested
in **decreasing churn**
and **increasing ARPU**
with **TiVo's Personalized
Content Discovery?**

**Click Here
to Learn
More!**

THANK YOU!