

# IMDb

## WOW. AND NEXT.



With so much amazing content to enjoy, audiences and fans worldwide are now more demanding than ever. They want to feed their passion and enjoy an enriched and personalized viewing experience with user ratings, trending data and popularity lists.

As a major benefit to our Content Discovery services, Red Bee's exclusive partnership with IMDb gives your customers instant access to the world's most popular and authoritative information source on movies, TV shows and celebrities.



### Harnessing the global power of IMDb

Why choose IMDb ratings and trending data? Because, quite simply, it is the source that viewers trust the most. Globally, viewers are twice as likely to vote on IMDb than other online rating sites. It's the most popular and authoritative source of all information related to movie, TV and celebrity content.

At Red Bee Media, we are aware that finding content across multiple TV platforms and devices continues to be a major challenge for consumers and for the industry to resolve. By integrating influential, globally representative data sets like IMDb ratings and trending data into our ecosystem, we can drive greater accuracy in our recommendation and discovery services, which in turn will drive greater consumer satisfaction.

### Making content even more awesome

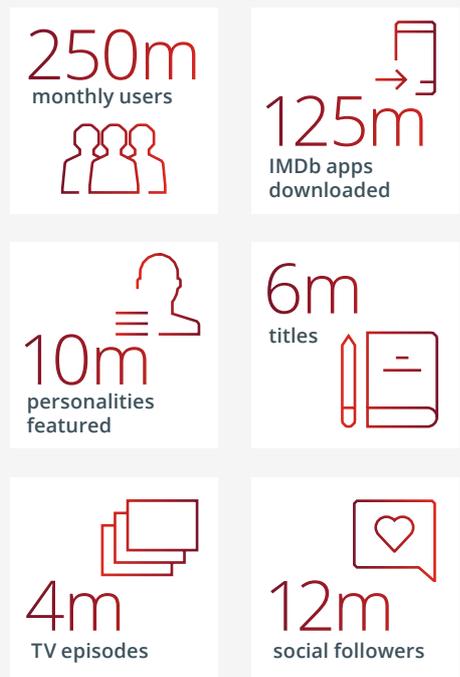
Red Bee's expert and highly trained teams of editorial specialists aggregate, create, normalize, maintain and deliver rich metadata, maintaining more than 14,000 sources globally.

This metadata significantly improves your audience's experience and increases the power and credibility of search and recommendations by adding greater depth to the available data.

Our exclusive partnership with IMDb increases this impact and consumer value further. All IMDb data points are pre-integrated within our ecosystem, thereby speeding up time to launch and reducing development costs.



With IMDb as a key part of your enriched media offering, you help your audiences decide what to watch and where to watch it.





## Adding value to the viewing experience

- Easier for your consumers to discover and choose what they want to watch
- IMDb ratings influence their viewing decisions
- A proven driver for consumers to purchase and subscribe to content
- 10-star rating system delivers the highest popularity and recommendations accuracy
- Boosts the value of your service by offering subscribers total access to content popularity
- 2x more users vote with IMDb than their competition

Red Bee helps the world's strongest brands and content owners instantly connect with people, spanning cultures, continents and languages. We engage and grow your audiences at epic volume, astonishing speed, in amazing quality.

- Unique end-to-end media capability
- Innovation and exceptional service
- Integrated modular services
- Pioneering technology



## WOW YOUR AUDIENCE WITH RED BEE.

If you're interested in Red Bee end-to-end services, contact us to find out more:

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