



Beenius and ThinkAnalytics to Demonstrate Integrated Recommendation Dashboard and Engine at Nab Show 2018

With the Beenius Recommendation Dashboard & the ThinkAnalytics Recommendation Engine operators make it easy for subscribers to discover and consume TV content.

LJUBLJANA, SLOVENIA, April 4, 2018 /EINPresswire.com/ -- Beenius will attend NAB Show 2018 on ThinkAnalytics' stand. With the [Beenius Recommendation Dashboard](#) and the ThinkAnalytics Recommendation Engine operators make it easy for subscribers to discover and consume TV content.

- The Beenius Recommendation Dashboard enables Pay-TV operators to deliver content based on users' preferences. This results in higher user satisfaction and reduced churn.
- ThinkAnalytics is the most widely-deployed real-time personalized recommendations engine, bringing together intelligent search with comprehensive content recommendations.

Beenius, a provider of a highly advanced Interactive TV platform, announces a joint demonstration with ThinkAnalytics™, award-winning developer of the world's most deployed TV search and recommendations engine and viewer analytics platform for pay-TV and OTT, at NAB Show 2018, in South Hall (Upper) on [stand SU7225AD](#).

This year's exhibition will take place from April 9th-12th at the Las Vegas Convention Center. Beenius will showcase the Beenius Recommendation Dashboard on ThinkAnalytics' stand. The Beenius Recommendation Dashboard enables Pay-TV operators to deliver content based on users' preferences, lowers operators' churn rate, and delivers higher user satisfaction. The Beenius Recommendation Dashboard offers end-users an improved means of content discovery, and, at the same time, enables a content-oriented approach to watching television.

ThinkAnalytics is the leading provider and most widely deployed real-time personalised content and recommendations engine on the market today, bringing together intelligent search with comprehensive media content recommendations. ThinkAnalytics Recommendations Engine broadens customers' tastes with a personalized experience across linear TV, VOD, and OTT.

In 2017, Beenius joined forces with ThinkAnalytics to deliver the new Beenius Recommendation Dashboard, a customizable "Android TV like" user interface and navigation and ThinkAnalytics' Recommendations Engine to Croatia Telecom Iskon Internet, a Deutsche Telekom subsidiary. Iskon was the first provider in Croatia to go live with ThinkAnalytics and Beenius.

The ecosystem being built around Beenius' middleware comprises all the leaders in their field, including ThinkAnalytics. ThinkAnalytics reached the milestone of 2 billion recommendations per day from over 200 million subscribers under license in 2017, which makes this company a true industry leader in providing truly personalized entertainment worldwide.

"With the help of Beenius and ThinkAnalytics, TV operators can now offer content of preference to

each individual subscriber. Beenius offers operators an Interactive TV Platform that is intelligent, personalised, and adapted to the modern user,” stated Mr. Filip Remškar, CEO at Beenius.

Stop by the ThinkAnalytics stand SU7225AD in South Hall (Upper) at this year’s NAB Show 2018, to meet the [Beenius and ThinkAnalytics team](#) for a full demonstration of the Beenius Recommendation Dashboard and ThinkAnalytics’ multi award-winning Search and Recommendations Engine.

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This press release can be viewed online at: <http://www.einpresswire.com>

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