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Watchever's Karim Ayari

WATCHEVER AIMS HIGH WITH MAJOR SVOD REVAMP

WATCHEVER, the German SVOD service for TV series, shows and movies, has launched a totally repackaged service structured around 25 branded channels covering a diversity of genres. The new-look channels were developed in association with international producers and broadcasters including CBS, the BBC, Disney and ZDF Enterprises.

Watchever simultaneously introduced a new recommendation engine combining a sophisticated algorithm with additional input from a dedicated in-house editorial team. Subscribers will be able to select up to five different profiles at any time. "Our decision to completely revisit the way subscribers use our service was driven by our objective to give much better visibility to a huge amount of diversified content," said Watchever CEO, Karim Ayari. "At MIPCOM our team will explain our new approach to delivering and packaging content in a SVOD environment and hopefully recruit additional licensors to join the new Watchever platform," he added. "We intend to play an active role in the further development of the German SVOD scene with the full support of our shareholder Vivendi."