Recombee

DIAGNAL
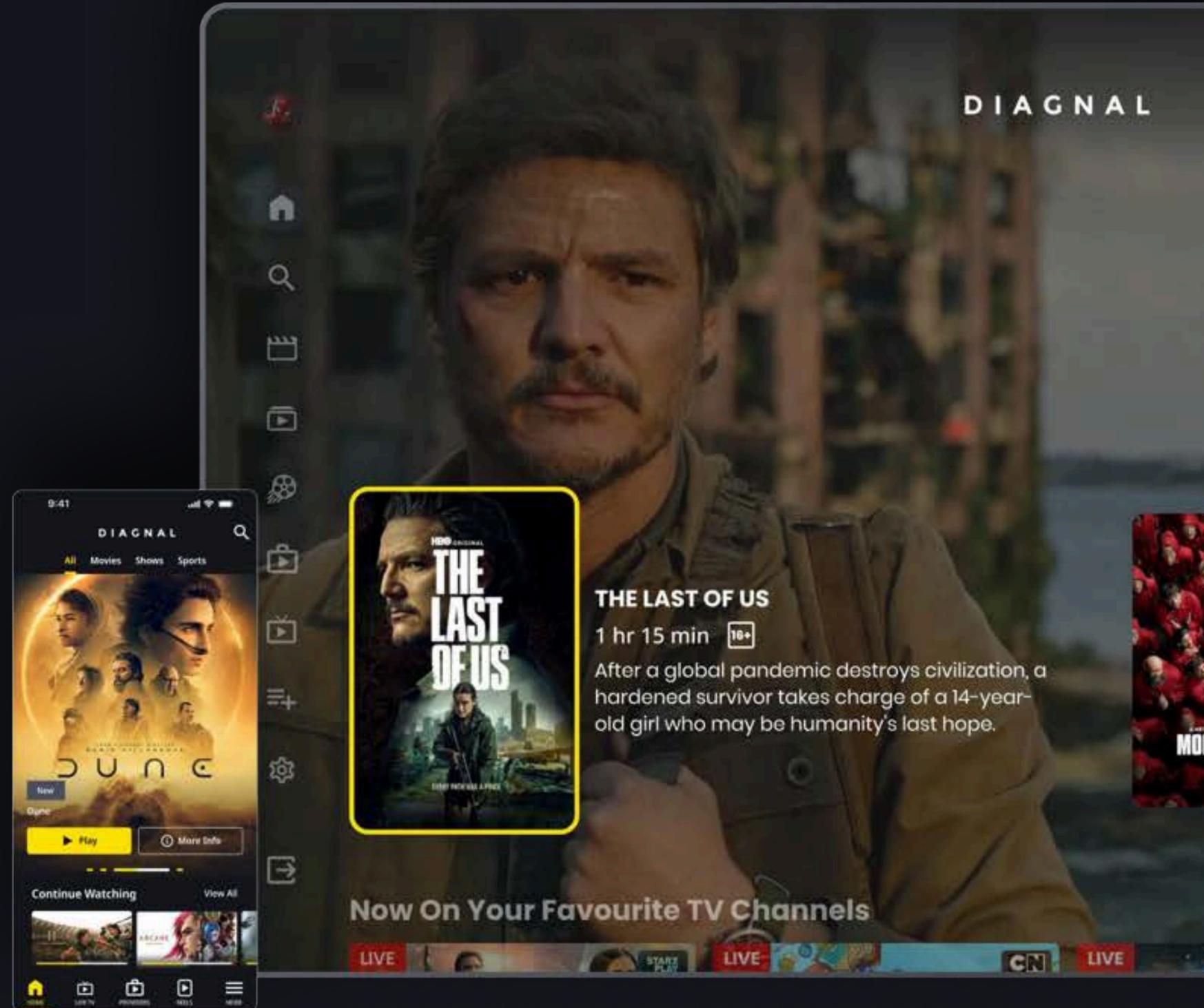
DIAGNAL & Recombee Success Story

Driving +35% Increase in Playbacks Across Video Platforms

Video Streaming   Content Recommendations

DIAGNAL

THE LAST OF US
1 hr 15 min 16+
After a global pandemic destroys civilization, a hardened survivor takes charge of a 14-year-old girl who may be humanity's last hope.

Now On Your Favourite TV Channels

DIAGNAL **> VIDEOTRON** **CELESTIAL TIGER** Entertainment

Recombee & DIAGNAL Collaboration

To enhance personalization across their OTT client base, including platforms like **Celestial Tiger** and **Videotron**, DIAGNAL integrated Recombee's recommendation engine into their end-to-end OTT solution. The integration powers tailored experiences through DIAGNAL's Enhance Content Management System and Enlight App Manager solution, helping customers deliver relevant, real-time content across web, mobile, Smart TVs, and set-top boxes.

This partnership enabled measurable improvements in user engagement and subscription growth across multiple clients, all without compromising performance, scalability, or speed to market.

+35%

Increase in User Playbacks

+9%

Increase in Paying Subscribers

Recombee

About DIAGNAL

DIAGNAL provides modular, multi-device OTT solutions to global media companies. Their platform allows for rapid deployment, flexible configuration, and deep integration with personalization and analytics tools such as Recombee.

Recombee

Situation

DIAGNAL regularly works with leading OTT clients to deliver fast, scalable platforms with rich personalization. For new launches and existing roadmaps, DIAGNAL needed a recommendation engine that could be:

- Easily integrated across their modular OTT stack
- Fast and responsive at scale
- Flexible enough to handle varied use cases
- Cost-effective without limiting functionality

This need applied not just to CMGO, a Chinese Movie Streaming app, but also to other clients such as Videotron, making the choice of recommendation partner a long-term strategic decision.

Recombee

Objectives

Enable AI-driven content personalization in real-time.

Seamlessly integrate into DIAGNAL's modular architecture.

Meet a fast deployment timeline across several markets and device types.

Increase user engagement and drive subscriber conversion.

Support a wide range of recommendation scenarios across regions and content types.

Recombee

Recombee's recommendation engine was fully integrated into DIAGNAL's **Enhance** Content Management System and **Enlight App Manager**, to provide fast and flexible personalization across different client platforms.

Real-Time Personalization

Content rails update instantly based on user behavior, preferences, and viewing patterns.

Flexible Use Cases

Recommendations adapted to various needs; episodic content, newly trending titles, and different regional catalogs.

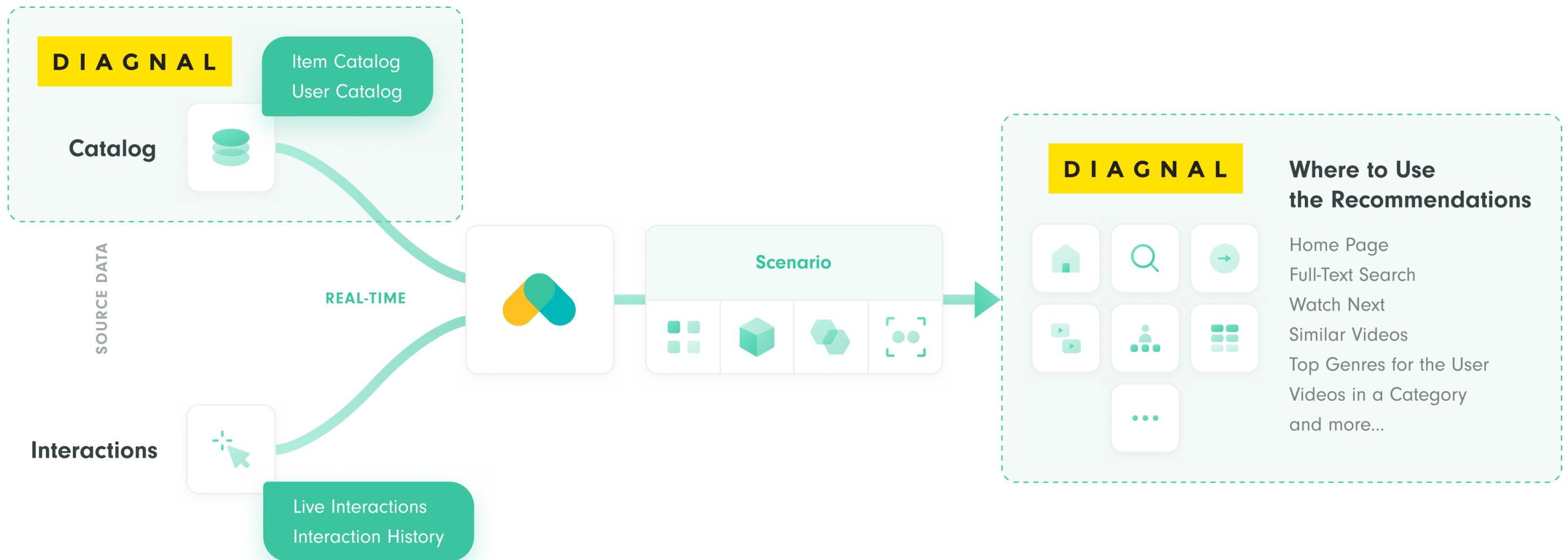### Operator-Friendly Dashboard

Easy-to-use interface enabled efficient tracking of recommendation performance across markets and clients.

Scalable Setup

The integration was built to support rapid reuse across other DIAGNAL OTT projects.

Recombee

DIAGNAL + Recombee Solution for Video Clients

DIAGNAL offers a streamlined integration of Recombee's recommendation engine across its OTT platform.
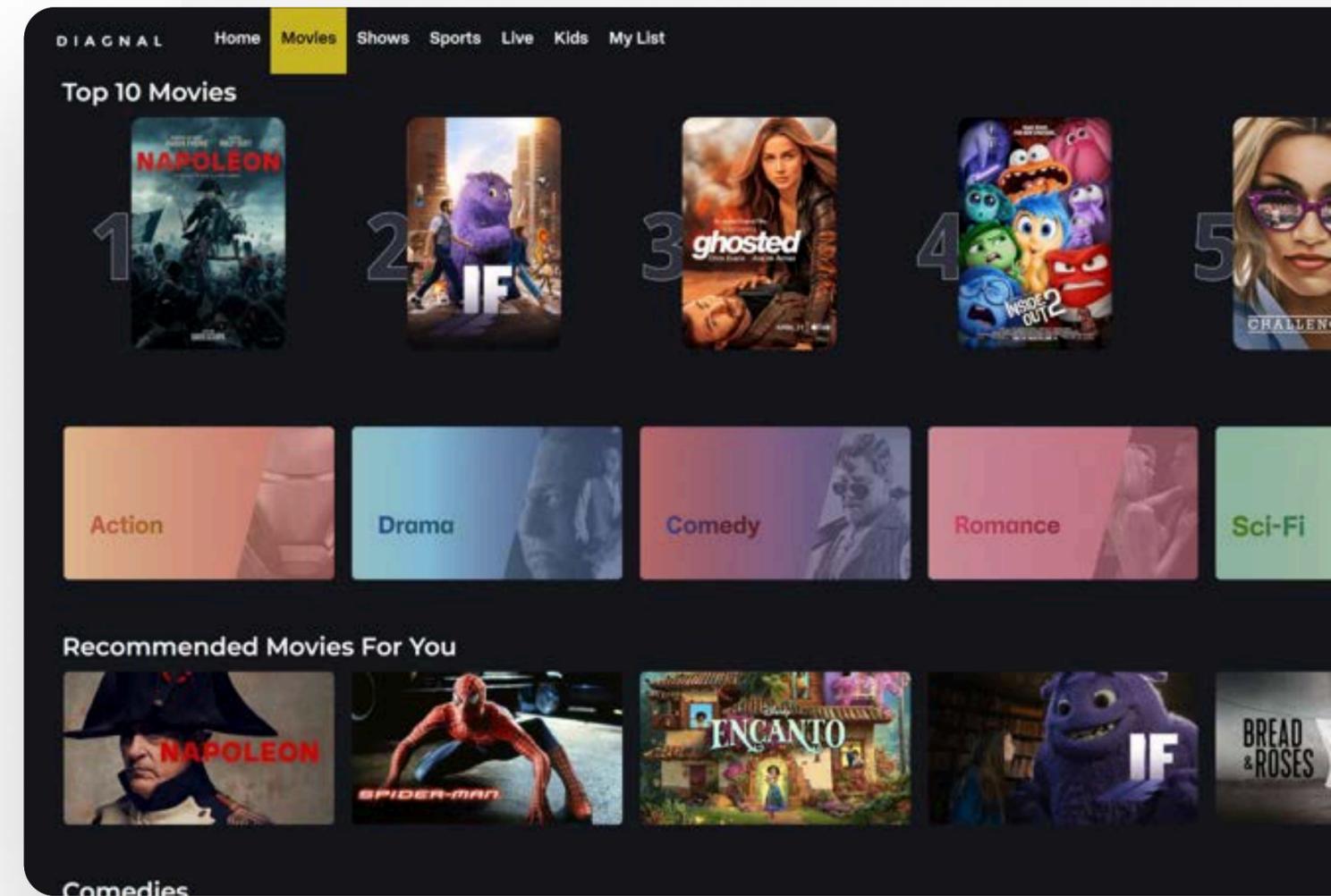
Client apps benefit from a simplified architecture where user interactions and metadata are seamlessly passed from DIAGNAL to Recombee, enabling real-time, AI-driven recommendations with minimal development overhead.

DIAGNAL

Item Catalog
User Catalog

Catalog

SOURCE DATA

REAL-TIME

Interactions

Live Interactions
Interaction History

Scenario

DIAGNAL

**Where to Use
the Recommendations**

Home Page
Full-Text Search
Watch Next
Similar Videos
Top Genres for the User
Videos in a Category
and more...

Recombee

Recommended For You

Content Recommendations

On the homepage, DIAGNAL deploys Recombee-powered "Recommended For You" rails across client platforms. These use a hybrid of collaborative filtering and popularity-based models to generate personalized content suggestions from the first session. The row updates instantly after a user's first interaction, such as clicking a title, and continues to refine based on ongoing activity.
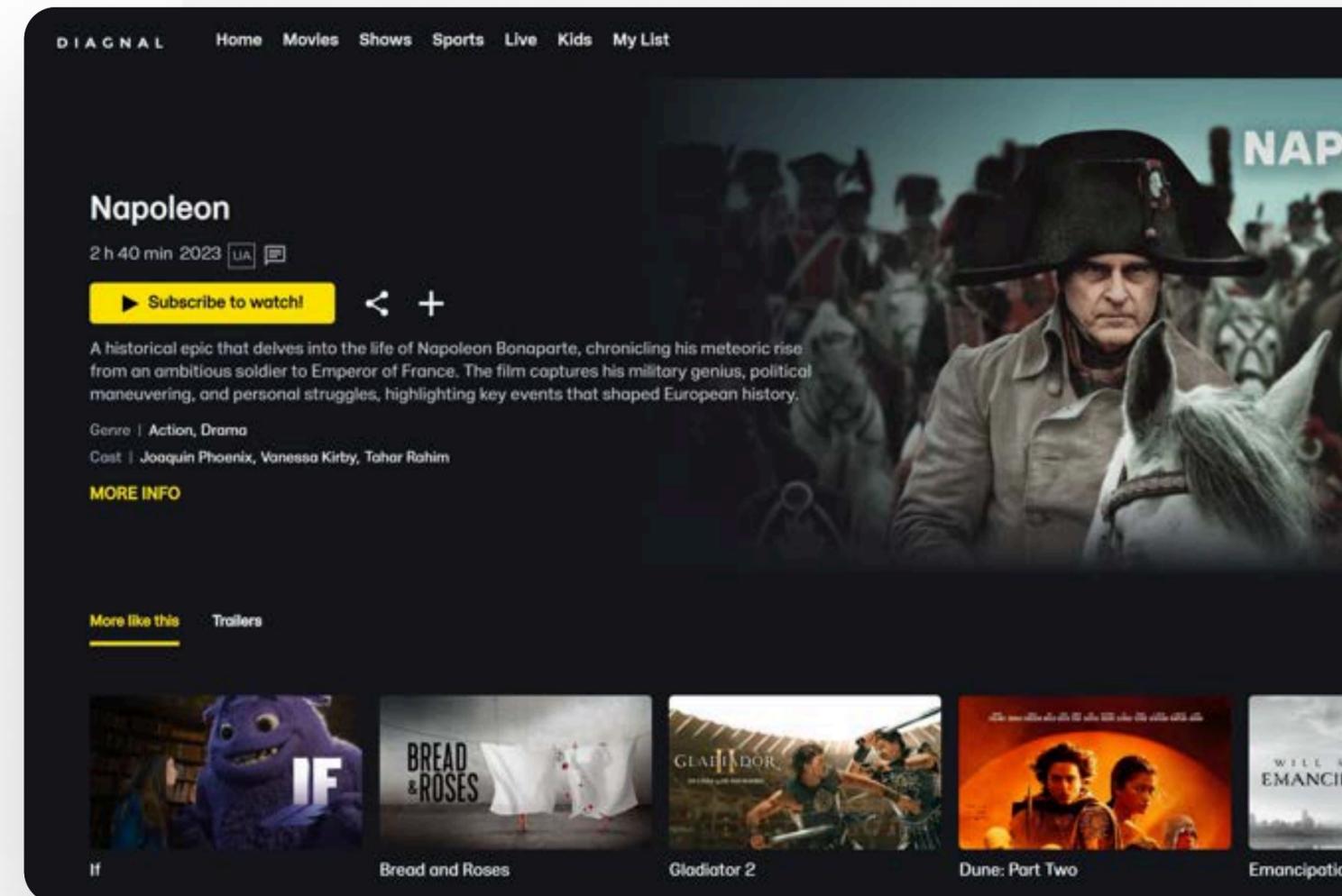

Items to User
Recommendation Type

video:personal
Recommendation Logic

Recombee

More Like This

Personalized Discovery Through Similar Content

To drive continued exploration and surface relevant content, DIAGNAL-powered apps use Recombee to deliver intelligent "More Like This" recommendations. These suggestions appear on title detail pages and present users with similar shows or movies based on their current selection and viewing history.

The result is increased content engagement and improved user satisfaction, while keeping the viewing experience personalized and intuitive.
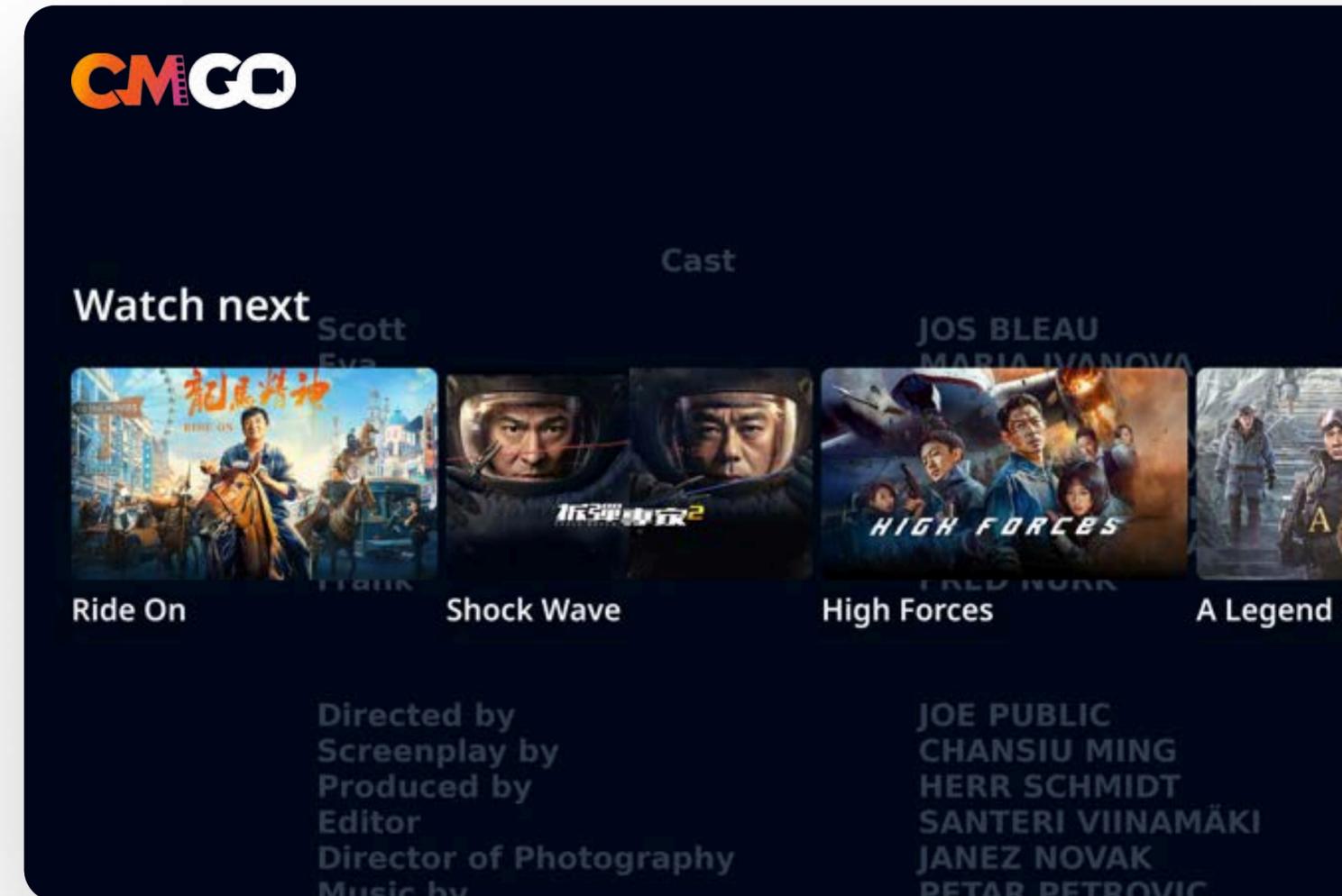

DIAGNAL   Home   Movies   Shows   Sports   Live   Kids   My List

Napoleon

2 h 40 min 2023 UA 💬

▶ Subscribe to watch!   ⤴ +

A historical epic that delves into the life of Napoleon Bonaparte, chronicling his meteoric rise from an ambitious soldier to Emperor of France. The film captures his military genius, political maneuvering, and personal struggles, highlighting key events that shaped European history.

Genre | Action, Drama
Cast | Joaquin Phoenix, Vanessa Kirby, Tahar Rahim

MORE INFO

More like this   Trailers

If   Bread and Roses   Gladiator 2   Dune: Part Two   Emancipation

Items to Item
Recommendation Type

video:more-like-this
Recommendation Logic

Recombee

Watch Next

Seamless Continuation Post-Playback

To maintain user momentum and support continuous viewing sessions, DIAGNAL-powered apps leverage end-of-playback recommendations powered by Recombee. These suggestions appear automatically after a title finishes playing and are designed to align with the viewer's taste and recent behavior. This not only supports user retention and longer watch times, but also enhances satisfaction by offering content that feels naturally aligned with what the viewer just finished watching.
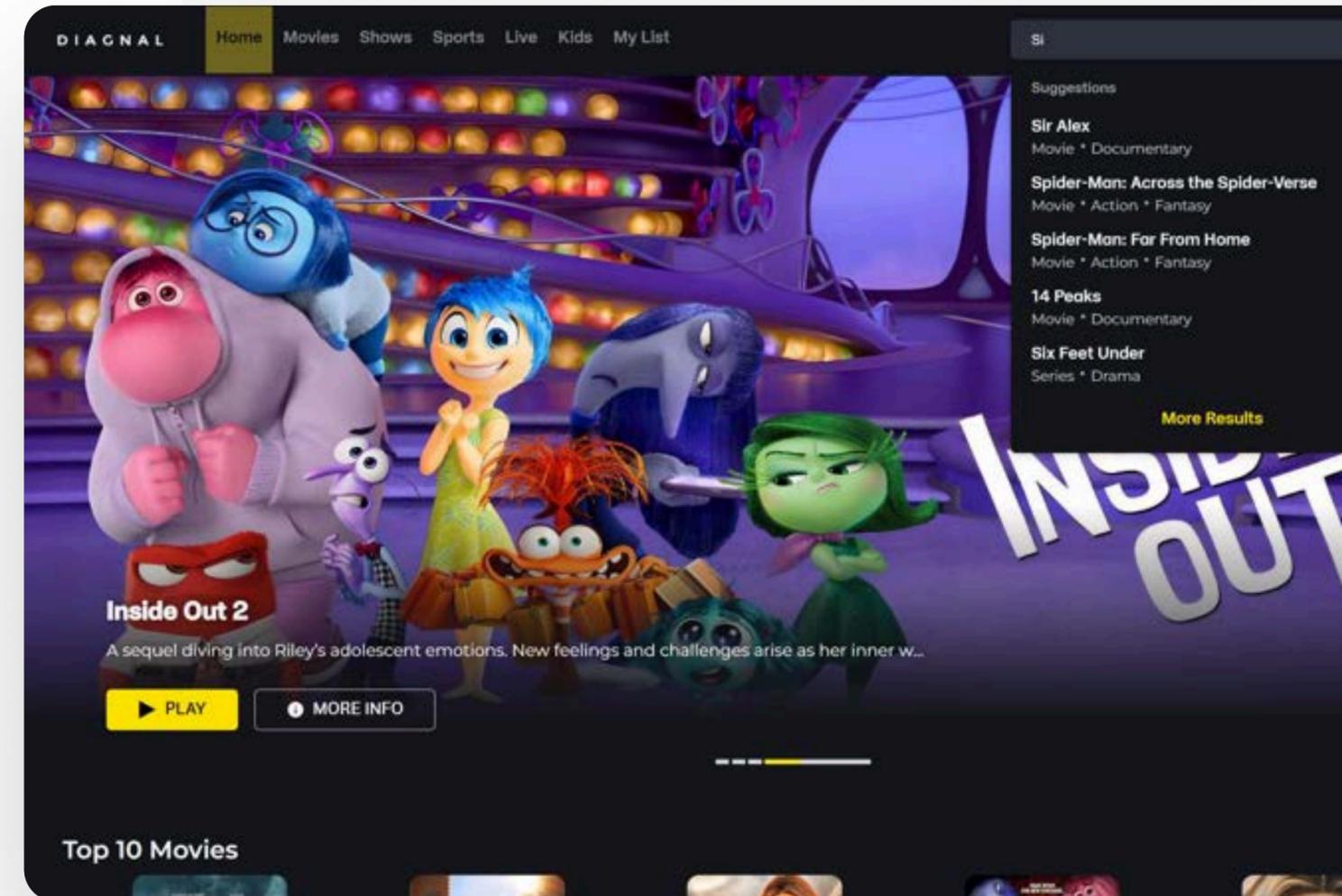

Items to Item
Recommendation Type

video:watch-next
Recommendation Logic

Recombee

Personalized Search

Intelligent Title Discovery

When users search for specific films or shows, DIAGNAL-powered platforms rely on Recombee's fine-tuned search engine to deliver fast, accurate results. The engine uses real-time popularity signals alongside personalized logic to boost the visibility of the most relevant titles. This helps users find what they're looking for quickly, while also surfacing unexpected yet fitting suggestions, keeping the overall discovery experience fluid and satisfying.

Search Items
Recommendation Type

search:personalized
Recommendation Logic

Recombee

SOLUTION

Results across selected DIAGNAL OTT clients

▶ **+35%** in user playbacks

$ **+9%** in paying subscribers

Easier performance tracking via Recombee's operator-friendly dashboard.

Ongoing support from Recombee's team for integration and custom use cases.

Recombee

"The Recombee team has been incredibly helpful and supportive in providing Recommendation solutions for the advanced requirements from our customers. They were hands-on throughout the integration and production stages, ensuring our client was satisfied and the integration was healthy."

Priyank Mathur, Project Manager & Business Analyst

Recombee

Recombee

"Why waste time and money on the development of your own recommender system, if you can use the most advanced engine tailored by data scientists."

Excellent **scalability, big data infrastructure**

Universal SaaS solution verified on **multiple verticals**

Real time machine learning

Simple and intuitive API + **SDKs** for easy integration

Research and improvements on sophisticated algorithms and AI

Graphical user interface for monitoring KPIs

Recombee

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