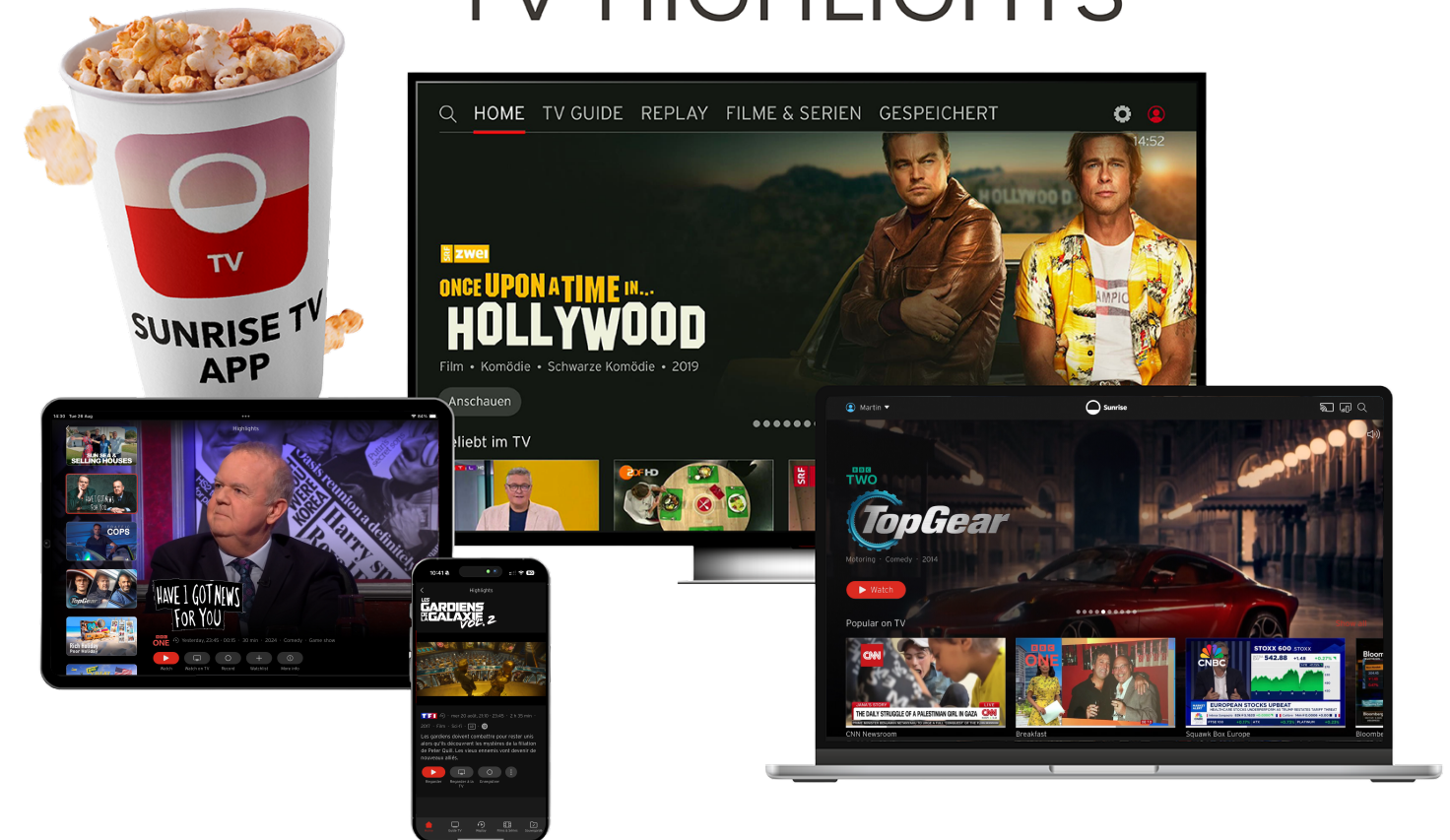


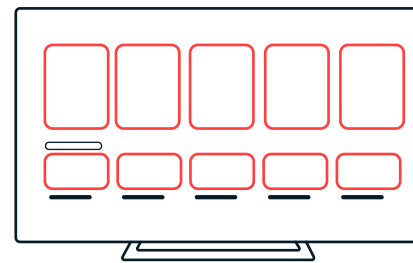
Sunrise Enhances Content Discovery with AI-Powered TV Highlights

Swiss telco Sunrise Communications AG has transformed the way its customers discover content by implementing TV Highlights powered by Media Distillery's Preview Distillery. Instead of static thumbnails, Sunrise viewers now see dynamic video snippets that make browsing and content

selection faster and more engaging. With its strong number-two position in the Swiss telecom market and around one million TV customers, Sunrise is focused on delivering innovative, premium-quality services that differentiate it from competitors.



Project At-a-Glance

**50**

TV channels

**100**

previews per day

**0**

manual reviews needed

**4**languages covered
(DE, EN, FR, IT)**1.000.000**viewers enjoying a better
experience

The Challenge

With a vast library spanning live, replay, catch-up, VOD and OTT services, Sunrise customers have an abundance of choice. But too much choice can create “decision fatigue,” where users spend more time searching than watching.

Although Sunrise already offered strong recommendation and personalization engines, the company wanted to give customers a more visual, intuitive way to preview what’s on: one that would be effective in Switzerland’s multilingual market and consistent across all devices.

Wanting to use video snippets to improve content discovery, but aware that manual clip creation was not scalable, the Sunrise team looked for an automated approach.

The Media Distillery Solution

To address this, Sunrise deployed the machine learning and AI-powered Preview Distillery, part of Media Distillery's award-winning Search and Discovery Suite. Preview Distillery automatically generates short video previews from live broadcast TV and VOD assets.

Each day, Preview Distillery creates around 100 clips, each spoiler free and around 15–20 seconds long, from Sunrise's 50 most-watched channels. Previews are

generated from live broadcasts in near real-time. These highlights give viewers a quick sense of what a program is about - whether it's a documentary, talk show, or sporting event - without the need for human editorial input. Because Preview Distillery is fully automated and suited to all content types, it offers Sunrise a scalable and economical way to continuously generate engaging highlights across all major content genres.

TV Highlights are fully integrated into the Sunrise TV App experience:

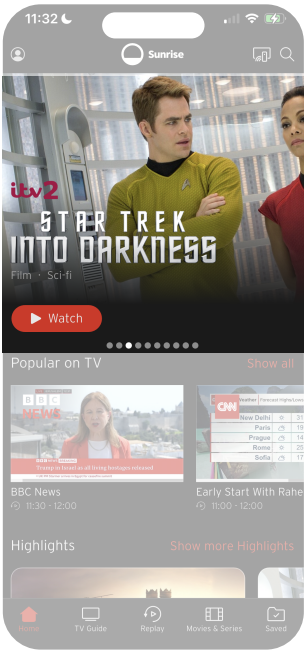
- **Home screen placement:** Clips enrich the main carousel and a dedicated highlights row.
- **Personalization:** Every viewer sees a unique array of highlights based on their behavior.
- **Cross-platform:** The feature is available across mobiles, tablets, smart TVs, Apple TV, and web apps.

"Our customers have so much interesting content to choose from in our TV service, but we know that some viewers can find it difficult to decide what to watch. Our research shows that if we present short highlights to the users, it helps them decide faster, and as such, it increases engagement."

Christoph Richartz Chief Consumer Officer
Main Brand, Sunrise

TV Highlights in Sunrise app

These screenshots, from Sunrise’s mobile app, show the places where TV Highlights are used:



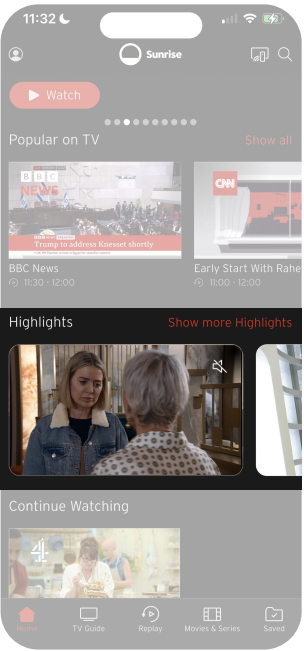
A-Spot

In the main page, on the top row (called the A-Spot row)



Detail Page

When an item is selected, viewers see a detail page



Highlight Section

When selecting "more highlights", a dedicated TV highlights page shows a gallery of video previews



Results

Accelerates Content Discovery

Highlights make it easier for customers to identify appealing content quickly, reducing frustration and time spent browsing.

Enhances Engagement

By encouraging exploration and providing personalized previews, Sunrise has increased viewing satisfaction and strengthened loyalty.

Builds Differentiation in the Market

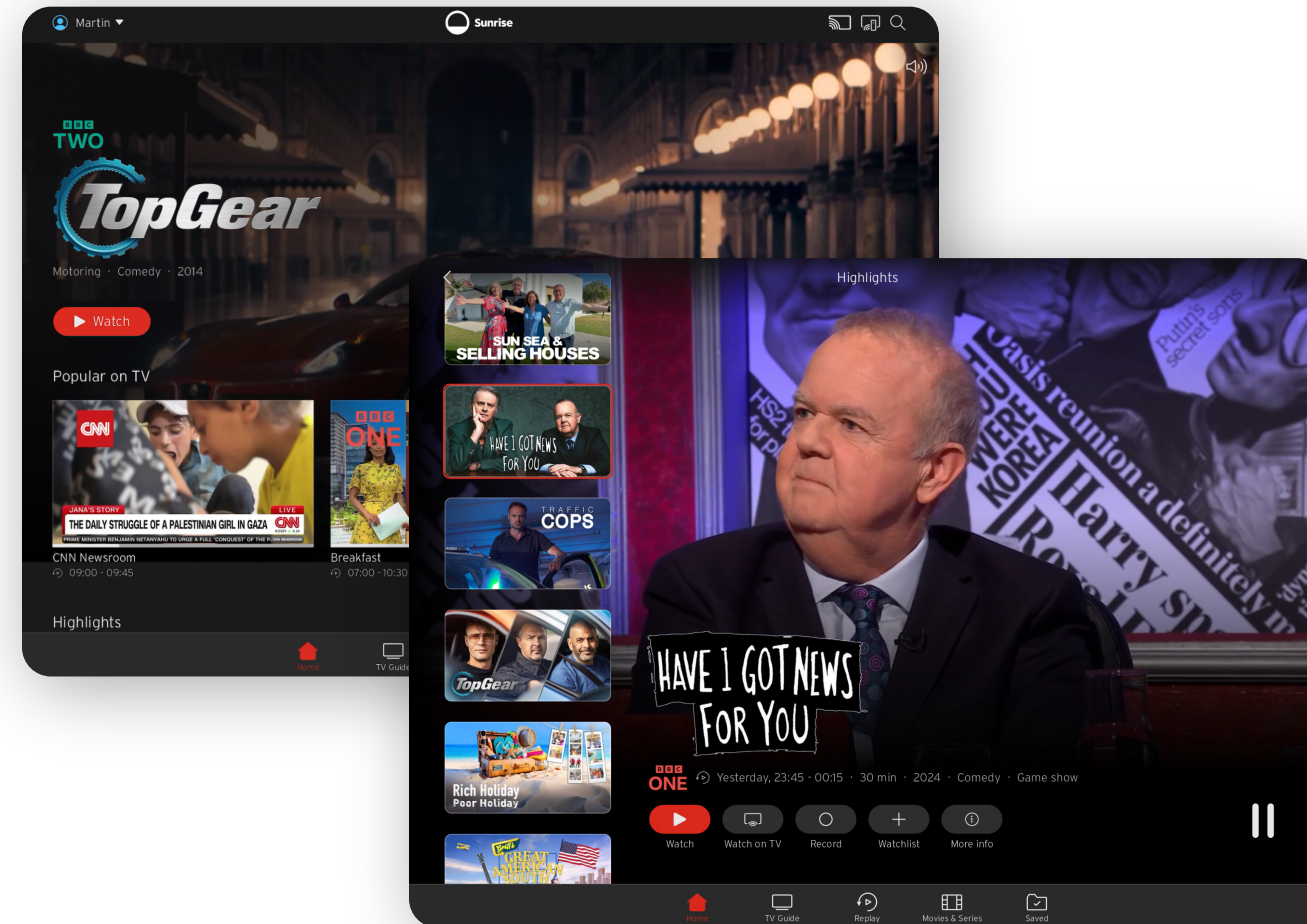
In Switzerland’s competitive TV market, Sunrise stands out by combining recommendation engines with automated highlights that enrich the user experience for a multilingual audience.

“Despite the power and beauty of our discovery and recommendation engines, which provide personalized suggestions, offering these TV Highlights delivers another important piece in facilitating content discovery,” explains Richartz.

“We’re a multilingual country: We are extremely proud of our capability to provide services in all the main languages that our customers speak. We believe that providing TV Highlights, created specifically to help all our customers find more of the content they love, differentiates Sunrise in the marketplace.”

A Powerful Partnership

Preview Distillery was integrated with Liberty Global's Horizon platform which powers the Sunrise TV services. "With the support of Media Distillery's advanced AI technology, we can deliver accurate and engaging TV highlight clips that transform content discovery," says Chris van der Linden, Director Entertainment Platforms at Liberty Global. "By combining Liberty Global's product vision with Media Distillery's deep video understanding, we're delivering a future-ready platform built around user value, performance, and flexibility."



Ready to explore what smarter discovery could look like for your platform?

Book a meeting with our team to discuss the right starting point for your business.

[Book a meeting](#)

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