

Sarafan

the first search assistant for video services

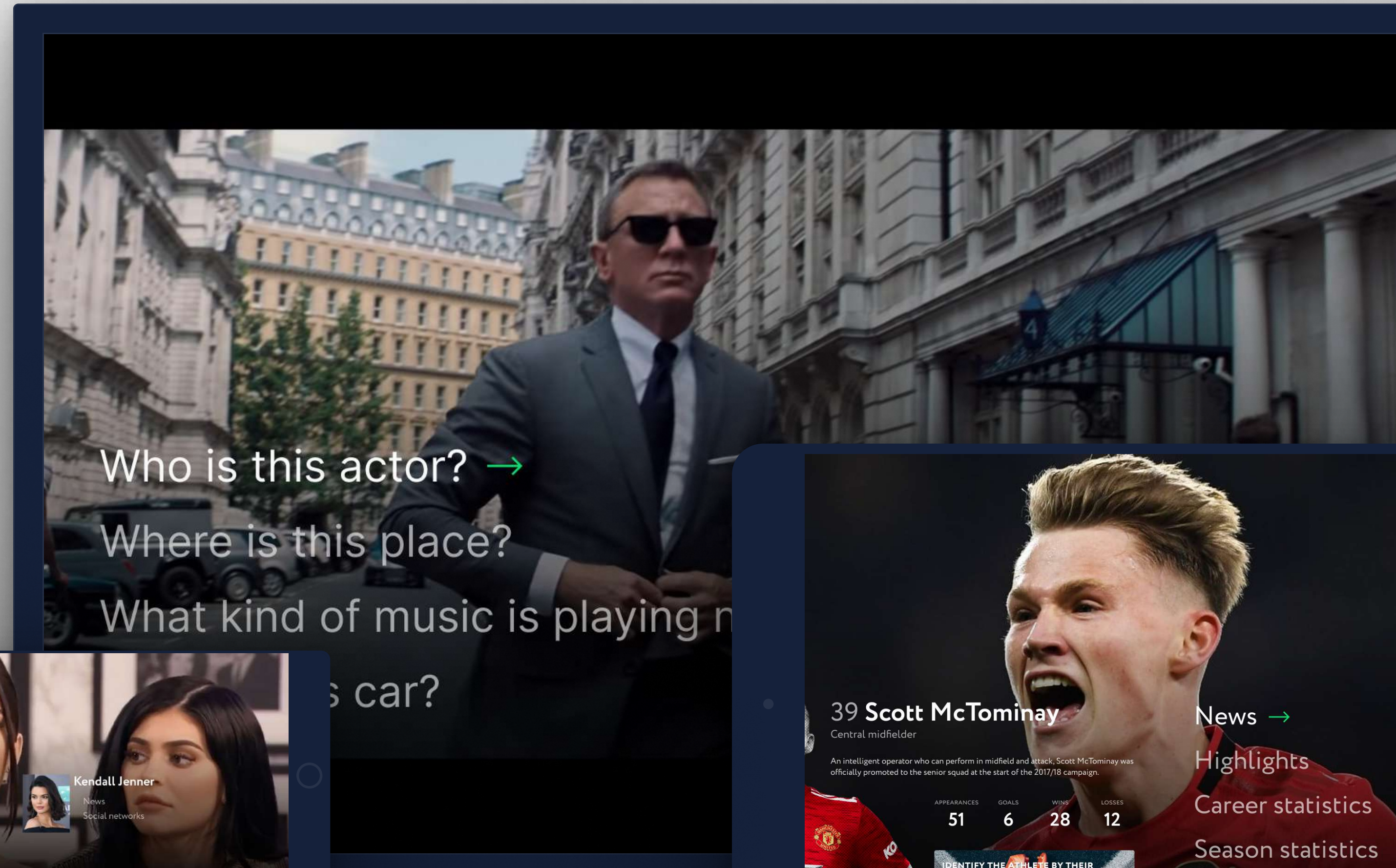
Sarafan Search Assistant performs video recognition and responds to user searches related to the content

Sarafan can integrate with any video content delivery channels

Computers, mobile, Smart TV, OTT devices, game consoles

Assistant access button can be integrated at:

- TV remote controls
- Apps
- Web sites as the part of UI



SARAFAN TECHNOLOGY

SARAFAN - one platform for the contextual and commercial information search from hundreds of sources and partners

1.

CONTEXTUAL DATA BASE

- Facts data base (actors, films, locations)
- Sport statistics database (athletes, competitions etc)
- Latest news from the media outlets
- Soundtracks, music accompanying the shot

2.

COMMERCIAL FEATURES

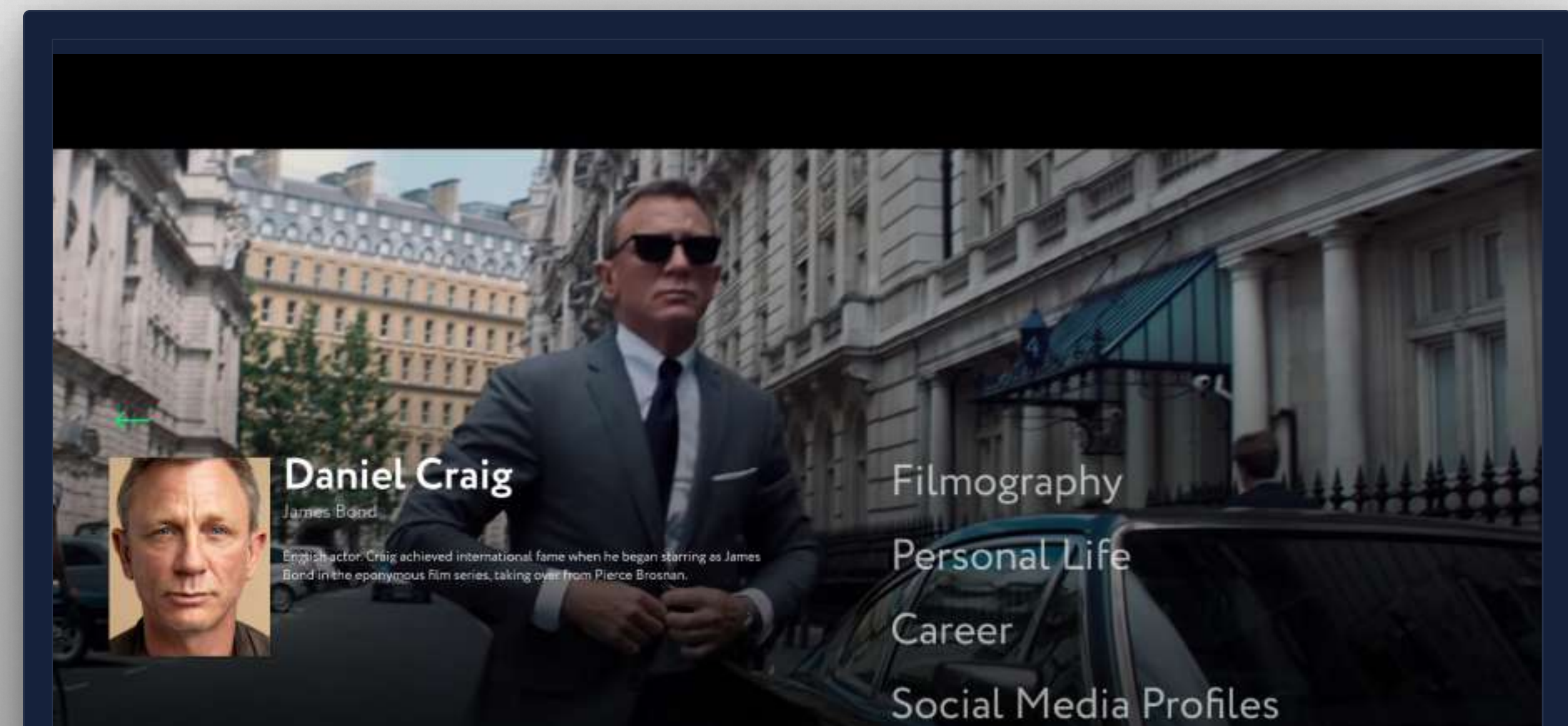
- FanShop: a selection of merch for films, sporting events and shows
- Product placement support: microsite with the information on the product shown in the video
- Brand ad integration into videos with ambassadors

3.

TECHNICAL FUNCTIONALITY

- Auto-skipping of opening sequences and titles
- Auto Tagging of the objects, events, actions, and locations for contextual & interests targeting
- Shots exposition tagging to define the best spots for popups integration

SARAFAN TECHNOLOGY



Movies



Julia Roberts
Elisabeth Gilgert
Starred in: Pretty Woman, The Mexican, Ocean's Eleven and more...

James Franco
David
Starred in: Of Mice and Men, James Dean, 127 Hours, Spider-Man, Zeroville and more...

Do you know that...
Filming began in August 2009 and was held in New York, Naples, Pataudi and Bali.
Explore more

Soundtracks
Josh Rouse, Sumi Jo, Wiener Philharmoniker, Georg Solti
Flight Attendant
Sly & The Family Stone
Thank You (Falettinme Be Mice Elf Agin)

Celebrity

Person identification & search for relevant info: celebrity profile with biographical facts, links to social media, recent news

Info sources:

Sarafan Database, MediaWiki, Cosmopolitan, Glamour, Elle

Content & Location

Scene content, filming location identification & match with the relevant info: tagging the situations in the scene, top world destinations info

Info sources:

Sarafan Database, MediaWiki

Facts

Top facts about the movie, based on information (books & comics)

Info sources:

Sarafan Database, IMDb, TMDb, Amazon. eBooks, Kobo

Soundtracks

The base of soundtracks related to the movie, either names or links to the music streaming services

Our partners:



Apple Music, Spotify, Soundcloud

Reality TV programs & Shows

Kylie Jenner
News
Social networks
Kylie Jenner choice

Kylie Jenner: news
Kendall Jenner and Devin Booker Seemingly Confirm Relationship Rumors
Kendall Jenner and her rumoured new boyfriend are flirting on Instagram
This is what Kendall Jenner recommends for model-white teeth

Kylie Jenner choice



Participants & Contestants

Person identification & search for relevant info: social networks profiles, biographical facts, recent news

Info sources:

Sarafan Database, MediaWiki, Cosmopolitan, Glamour, Elle, Playboy

Facts

Top facts about the TV show, filming locations, previous season information etc.

Info sources:

Sarafan Database, Cosmopolitan, Glamour, Playboy, Elle

Commercial integrations

Product placement support, sponsors micro websites, information about the products and brands advertised by the participants or hosts

Sport and eSport

The screenshot shows a sports profile for Lewis Hamilton. On the left is a portrait of him in a white racing suit with various sponsor logos (Mercedes, Petronas, UBS, Epson, IWC). To the right of the portrait is a large background image of a Mercedes-AMG Petronas Formula 1 car with the number 44. The profile includes the following text and statistics:

- 44 Lewis Carl Davidson Hamilton**
- British racing driver currently competing in Formula One for the Mercedes-AMG Petronas Formula One Team
- Podiums: 51
- Points: 6
- Grands Prix Entered: 28
- World Championships: 12

Navigation links on the right side of the profile include: News, Highlights, Season statistics, Career statistics, and Social networks. At the bottom, there is a promotional banner for 'TOMMY X LEWIS' with the text: 'DISCOVER TOMMYXLEWIS, OUR LATEST COLLECTION FROM THE LEWIS HAMILTON AND TOMMY HILFEEZ COLLABORATION.'

Sportsmen

Person identification & search for relevant info: statistics, sport carrier details, biographical information, links to social media

Info sources:

Sarafan Database, GoalServe, MediaWiki

Team & Ligue

Latest news & scores, schedules

Partner info sources:

Sarafan Database, GoalServe, MediaWiki

Commercial integrations

Official merchandise, product placement support, sponsors micro websites, information about the products and brands advertised by sportsmen

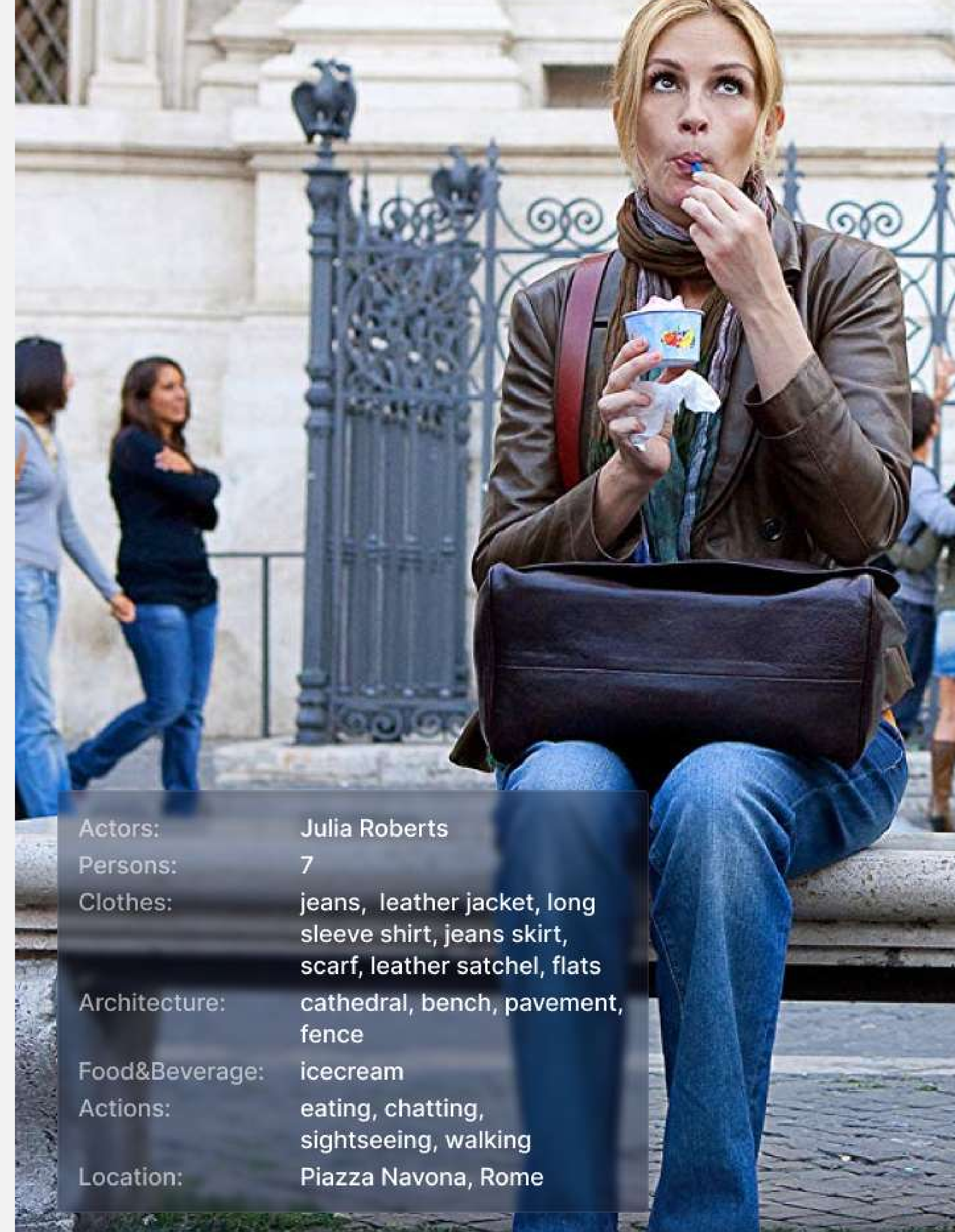
Additional monetization through the commercial info management system

Features:

- creates a digital portrait of the user based on the content interests represented while video consumption
- provides new commercial inventory on the information widgets
- connects video service and advertisers
- provides special projects billing

Commercial info is displayed natively – only in those moments when the viewer themselves request info through the Search Assistant

SARAFAN TECHNOLOGY



Actors:	Julia Roberts
Persons:	7
Clothes:	jeans, leather jacket, long sleeve shirt, jeans skirt, scarf, leather satchel, flats
Architecture:	cathedral, bench, pavement, fence
Food&Beverage:	icecream
Actions:	eating, chatting, sightseeing, walking
Location:	Piazza Navona, Rome

Promo-widget integration

Promo-widget displays the detailed information about the product advertised in the TV show

Promo-widget supports and compliments:

- product placement campaigns in TV shows
- video adverts providing the link to microsite & generating lead for the advertiser

Promo-widget is contextually targeted on the base of the recognized content in the scene:

- product
- location
- human or object
- event
- action



Fanshop — a selection of official merch

Embedded shop-now functionality with a movie-, league- and team-related merchandise

The screenshot shows a dark-themed interface for the movie 'Avengers: Endgame'. On the left, there is a 'Back' button, the title 'Avengers: Endgame', the year '2019', and genres 'action, adventure, drama'. A paragraph of text describes the movie as the culmination of the Avengers saga. Below this is a 'Watch' button. At the bottom left, a 'Based on' section features three small movie posters. On the right, a white overlay window titled 'Close X' displays a grid of merchandise. The top row includes a photo of a man in a jacket, a pair of sunglasses for \$215.00, a jacket for \$113.00, and a long-sleeved shirt for \$35.00. The bottom row is titled 'To dive into Avengers World' and features four items: a Funko Pop! for \$9.45, a LEGO set for \$79.94, an LED light for \$19.80, and a Hot Wheels die-cast for \$46.80.

Sarafan provides:

- selection of the content-relevant merch
- feeds with products always available in the partner stores
- orders billing
- technical support for the purchases

What you get with SARAFAN

No loss of traffic

All searches are conducted within the video platform. Viewer doesn't need a second screen

New user data

Collect interests data and users product preferences to provide the content that resonates with your viewers

Contextual targeting

Solve the problem of the third-party cookies usage. Build segments on the contextual preferences

Sarafan Results

15%
average CTR

+28%
session time

+45%
engagement

Contact us

+44 203 808 54 11

e.melnichuk@sarafan-team.com

www.sarafan.tech

SARAFAN TECHNOLOGY