

NEWS RELEASE

Canela Media Fuels Innovation with Quickplay's Curator Assistant

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Award-winning feature to optimize recommendations and support targeted ads for Canela Media

TORONTO, Sept. 11, 2024 /CNW/ - **Canela Media**, a leading technology and innovation Hispanic multicultural media company with Canela.TV as its AVOD streaming service for the Latino audience in the U.S. and Latin America, will use Quickplay's breakthrough, AI-powered Curator Assistant as a key element in its strategy to redefine digital media experiences for the Hispanic community.

Canela Media's Canela.TV will utilize Curator Assistant to leverage generative AI to enable its programming teams to create storefronts and catalog rails that maximize personalization of content experiences for the viewing audience, and to support innovative, geo-targeted ads that are context- and device-specific. Running on Google Cloud, Curator Assistant will amplify the power of Quickplay's cloud-native platform by expediting connections between viewers and relevant content through faster, automated targeting of the content viewers desire most – right at their fingertips.

Canela Media is the first announced customer of Curator Assistant. Canela Media will offer a wide variety of highly personalized experiences that are tailored to address the diversity of Latino viewers across the United States, Mexico, Colombia and the rest of Spanish-speaking Latin America.

"Within our vast content library, we have a broad range of content genres and titles across news, sports, kids, music, telenovelas and much more. To put that content right where it is easily accessible, we needed a platform with advanced capabilities that could provide personalization for our user experience and advertisers alike," said Peter Gonzalez, CTO for Canela Media. "Curator Assistant unlocks the generative AI capabilities across our content

that will give our team the latest tools to enhance the viewer experience and ad unit innovation. Increasing our ability to use Quickplay's fast, flexible platform is a key advantage to create unique positioning for Canela.TV for both our audience and advertisers."

Integrated into the Quickplay CMS, Curator Assistant allows programming teams to conversationally engage with the tool to set up rails that address viewers' personal interests. It also leverages LLMs through Google Cloud's Vertex AI platform to return results that tap into a much broader database than traditional metadata tagging. Query results are matched in the Quickplay CMS against available content rights and user profiles, resulting in content presentation that is both surprising and relevant.

"Canela Media's mission to innovate and deliver the best OTT streaming experience and to become the destination for Spanish-language content is pointing the way to new opportunities for personalized content delivery for the OTT industry," said Quickplay's Chief Business Officer and Co-Founder, Paul Pastor. "The combination of our best-in-class OTT solution and our Curator Assistant will enable them to ensure that quality of experience – from the relevance of recommendations to the on-screen experience – exceeds viewer expectations."

Quickplay will be demonstrating Curator Assistant, other AI-power tools, and the full range of cloud-native capabilities at IBC 2024 (Stand 5.H61) September 13-16 in Amsterdam. Contact Quickplay at hello@quickplay.com to make an appointment.

About Quickplay

Quickplay is leading cloud transformations of OTT and in-home experiences for pay-TV, telcos, and MVPDs. The company's cloud-native platform leverages a transformative open architecture for unparalleled performance in delivering premium video, handling complex use cases, and scaling to millions of viewers. Founded by a team that has built and operated dozens of Tier 1 OTT services worldwide, Quickplay is powering immersive sports, live experiences and personalized entertainment on any screen. The company is headquartered in Toronto and has additional locations in Los Angeles, San Diego, Chennai, India, and Europe. Quickplay is a two-time winner of the Google Cloud Industry Solution Partner of the Year Award for Media & Entertainment. For more information, visit <https://quickplay.com/>.

About Canela Media

About Canela Media: Canela Media is a leading technology driven media company offering brands a complete ecosystem to connect with multicultural audiences starting with its free streaming platform service Canela.TV, enriching the new generation of Latinos in the U.S. and Latin America with free access to culturally relevant content both on VOD and Live Channels, which includes a unique blend of programming through Originals, Canela Music,

Canela Kids, Canela Deportes, Canela News, and a robust library of Novelas and Classic Mexican Films.

As part of Canela Media's proprietary data solution offering, Canela Audience Solutions is centered on an OTT first approach that helps identify U.S. Hispanic audiences in English and Spanish language OTT platforms providing unprecedented OTT scale for advertisers to reach U.S. Hispanics. Moreover, Canela Media's large scale in premium Spanish-language sites, combined with the company's proprietary data, provides in-depth knowledge and understanding of how to establish meaningful and culturally relevant connections with the new mainstream Latino audience in the U.S. and Latin America.

For more information, please visit <http://www.CanelaMedia.com>

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