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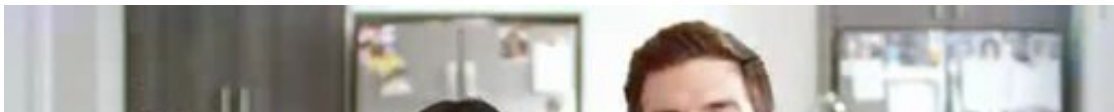
# Cineverse Announces Commercial Availability of cineSearch for Business - a Revolutionary, AI-Powered Tool that Solves Search & Discovery for Digital Platforms and Streaming Services

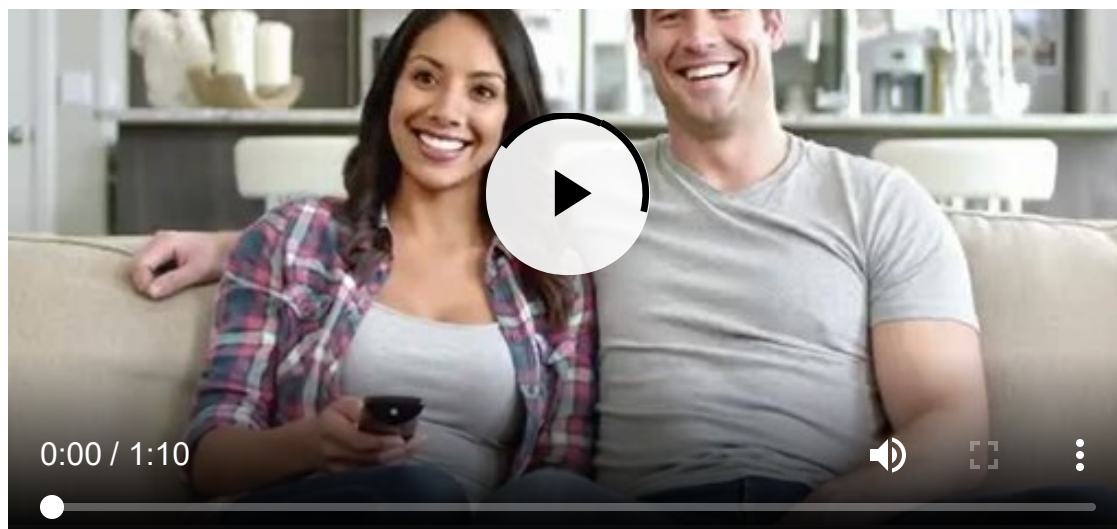
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Company's Proprietary, Customizable Product is "AI for your UI" that Improves the Viewer Search Experience, User Retention and Time Spent in a Cost-Effective Way

cineSearch Now Available to Platforms and OEMs via Google Cloud Marketplace and through Growing Sales Team

LOS ANGELES, June 10, 2025 /PRNewswire/ -- **Cineverse** (Nasdaq: CNVS), a next-generation entertainment studio, today announced that the newly-formed **Cineverse Technology Group** has officially launched **cineSearch for Business**. The revolutionary, AI-powered content search and discovery tool is complete and now available for commercial licensing to OEMs and streaming platforms, both through the Company's growing sales team and through **Google Cloud Marketplace**. As **previously announced**, cineSearch was developed using Google Cloud's Vertex AI platform and Gemini 2.0 Pro model. A reference design of cineSearch is currently available for free at **[www.cinsearch.com](http://www.cinsearch.com)**.





Over the past year since its Beta launch, Cineverse has steadily improved and refined cineSearch thanks to continued innovation from the Company's world-class engineering team, partnerships with innovative technology companies, and critical to the superior search results of this new solution, the development of cineCore, a domain-specific dataset comprised of proprietary film & television metadata optimized for AI search. The foundation for an advanced search & discovery solution has been completed, ongoing investment in enriched metadata will continue to improve the search results.

The result: an advanced search tool that eliminates 'binge scrolling' by effectively offering viewers personalized and superior content recommendations that do not rely on matching keywords found in the title, cast and genre, but are more accurately determined by the user's mood along with the content's theme, popularity, quality, tone, setting, style, music score, plot, micro-genre, among many other traits. In addition, a viewer's previous viewing history, likes/dislikes, saved watchlists, location, current date, and other factors are used to determine the most relevant movies.

By bringing the product to market as a business-to-business offering that is highly customizable based on each streaming platform or OEM's needs, Cineverse is providing third-party partners with a solution that can, for the first time, transform the way their users interact with any streaming service.

Most importantly, cineSearch directly addresses key issues affecting the streaming ecosystem, namely the fact that one third of streaming subscribers cancel a service due to poor discovery; viewers spend an average of 10+ minutes searching for what to watch, with 20 percent of viewers abandoning their search; and 50 percent are forced to rely on external social searches for their recommendations, taking them out of the platform's preferred user experience. Plus, cineSearch solves a real problem that is holding the streaming industry back and costing it revenue – testing has shown that it can decrease search time 90%, improve user retention 16% and increase

revenue a potential 24% per month.

"When we set out to solve the problem of poor search and ineffective content discovery – which we later realized was an industrywide problem – our underlying goal was to 'make deciding what to watch as entertaining as the movie itself.' We not only spent several years developing cineSearch, but also conducted analysis of user behavior, incorporating their feedback to add additional features, improve our search results, and put ourselves in a better position to meet their high expectations," said Cineverse President of Technology and Chief Product Officer **Tony Huidor**. "For nascent streaming companies that are just getting started and don't have the resources to solve the search and discovery issue themselves, along with established media companies who are struggling to develop an in-house solution, cineSearch is an intuitive, cost-effective, customizable option that can be quickly integrated to improve user retention and effectively solve poor user experience issues."

Among the key features available with cineSearch for Business, including some newly-added, are:

- Improved sorting algorithm with extensive new metadata – Covering more than two million titles including proprietary new AI-generated metadata woven into "cineCore" – cineSearch's proprietary dataset that powers the backbone of the platform. cineCore can be licensed separately by third parties seeking to improve their in-house search and discovery tools. In addition to metadata dating back from the birth of cinema to the present, processes are in place to continually update cineCore with metadata for the latest film and television releases.
- Deeper contextual information – This newest version includes integration of dynamic movie ratings from the leading online film community, major award and festival honors, box office performance from 1975 to the present, annual television ratings dating back to the 1950s, an overall master ranking for all film and television series, and 100s of "Best of.." movie lists.
- Q-Point™ – A proprietary new AI-based feature (short for "Quiddity," or the core essence of something) that provides a brief summary that explains why each particular title was recommended, making the logic behind title recommendations easier to comprehend by allowing one to understand the intrinsic relationship between each film.
- Enhanced filters – To facilitate and improve search results, one can also filter titles saved to Wish Lists by streaming service to more easily discover hidden gems that allow fans to dig deeper into their favorite genres. One can also opt to filter out content they have already watched on any streaming service.
- Integration of behavioral data – cineSearch allows users to import their behavioral data, including viewing

history, favorites, Continue Watching, and personal ratings from more than a dozen leading streaming services. cineSearch uses this behavioral data to inform future recommendations through the use of advanced machine-learning algorithms while also eliminating the "cold start" problem.

- Unified search – A fundamental feature of cineSearch is the ability to offer quick, consolidated, personalized search results that provide direct links to watch the title on any streaming platform where the title is available. cineSearch offers direct links to more than 60 streaming services.
- Customizable chatbot – A user can engage with Ava, cineSearch's native chatbot, directly via voice or text. Available as a custom option to third-party customers, this AI-based Video Assistant supports both voice and text input/output, with the ability to let the user choose to engage via one and/or the other. Ava is one of several available persona options, and the length of her responses can be tailored based on preferences.

This announcement comes on the heels of the Company **forming the Cineverse Technology Group**, a dedicated division focused on rapidly scaling its technology monetization efforts and accelerating AI-driven innovation across the global entertainment ecosystem. This builds on Cineverse's long history of being transformative, first-movers in the entertainment technology space.

cineSearch is part of **Matchpoint™**, Cineverse's award-winning media supply chain platform, which is a critical solutions provider for many of the Company's largest partners. By automating complex workflows, streamlining content delivery, and driving significant cost efficiencies, Matchpoint powers one of the most advanced and scalable content distribution infrastructures in the industry today. Under Huidor's leadership, the newly established sales team is charged with aggressively expanding Matchpoint's commercial licensing partnerships, targeting large media companies and studios that want effective modern infrastructure and are seeking significant operational cost savings.

Added Huidor, "As an early entrant into the streaming business, we long ago solved the problem of delivering video at scale through the efficiencies that Matchpoint provides. This has allowed us to innovate, iterate, and develop next-generation technology internally without relying on external vendors to meet our needs. This has put us in a unique position of solving issues affecting the streaming industry as a whole then allowing us to license our technology to the industry-at-large in a cost-effective way."

#### cineSearch timeline:

- February 2024: **Cineverse Partners with Google Cloud to Launch a Conversational AI-Powered Search & Discovery Tool for Film and Television Content**

- May 2024: [Cineverse Unveils Public Beta of AI-Powered Content Discovery Solution - cineSearch](#)
- October 2024: [Cineverse Launches cineSearch For Public Preview, Revolutionizing Content Discovery](#)
- Today: Cineverse Launches cineSearch for Business

For more information about cineSearch for Business, or to contact Cineverse's sales reps, visit [www.cinerearch.com/business](http://www.cinerearch.com/business). To test cineSearch and see one of the many possible ways it can be personalized for a specific streaming platform or device, visit [www.cinerearch.com](http://www.cinerearch.com).

## About Cineverse Technology Group

Cineverse develops proprietary technology that powers the future of entertainment, leveraging the Company's position as a pioneer in the video streaming industry along with the industry-leading strength of its development team in India. This team has dedicated years building and refining technology solutions that have pioneered streaming content management and distribution while leaning into advances in AI to set the company apart from the competition. This includes the creation of Matchpoint™, an award-winning media supply chain service that is radically changing the way content is managed and delivered. Matchpoint has replaced today's expensive, and labor-intensive video content processes with a fully transparent, automated workflow that significantly reduces costs, eliminates human error, and effortlessly facilitates content ingestion with delivery across multiple platforms and distribution models. The Company's cineSearch is an AI-powered search and discovery tool for film and television that makes deciding what to watch as entertaining as the entertainment itself. Additionally, the C360 programmatic audience network and ad-tech platform provides brands the opportunity to target and reach key fandoms wherever they are.

## About Cineverse

Cineverse (Nasdaq: CNVS) is a next-generation entertainment studio that empowers creators and entertains fans with a wide breadth of content through the power of technology. It has developed a new blueprint for delivering entertainment experiences to passionate audiences and results for its partners with unprecedented efficiency, and distributes more than 71,000 premium films, series, and podcasts. Cineverse connects fans with bold, authentic, independent stories. Properties include the **highest-grossing non-rated film in U.S. history**; dozens of streaming fandom channels; a premier podcast network; top horror destination Bloody Disgusting; and more. Powering visionary storytelling with cutting-edge innovation, Cineverse's proprietary streaming tools and AI technology drive revenue and reach to redefine the next era of entertainment. For more information, visit [home.cineverse.com](http://home.cineverse.com).

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