

# Personalization in Entertainment Services

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## Abstracts

Personalization is becoming an increasingly important element in the entertainment world. Competitors are using personalization features and technologies to define services, derive new revenues, and build a loyal base of customers. This report looks into trends in personalization of content services, technologies related to personalization, and the impact of personalization on monetization. The report also examines consumer use of personalization and its impact on use and perception of entertainment services.

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