

## Jinni Wins Search and Content Discovery Award at ConnectedWorld.TV

September 18th, 2011 by Nikki

We are proud to take home this prestigious award from ConnectedWorld.TV at IBC 2011. The 'Search and Content Discovery' award for innovation in new search, content discovery and recommendation techniques is a testament to the importance Jinni's unique semantic discovery solutions in the fast changing world of digital entertainment.



Jinni accepted the award at the beautiful Hotel Okura in Amsterdam alongside other notable winners such as the legendary [James Cameron](#) and Vince Pace.

The ConnectedWorld.TV Awards is an IBC Connected World associate that celebrates the creativity of broadcasters, independent producers, technology companies and consumer electronics manufacturers pioneering the business of 'content everywhere'.

The Jinni Semantic taste-and-mood based Discovery Engine powers discovery of video content for TV operators, connected device manufactures and anywhere consumers make a decision about what to watch.

If you would like to meet with a Jinni executive and view our Jinni TV demo, contact us at [sales@Jinni.com](mailto:sales@Jinni.com)

Technorati Tags: [Jinni](#), [IBC](#), [IBC2011](#), [ConnectedWorld.tv](#), [award](#), [search](#), [discovery](#), [search and content discovery](#)