

What's next



Enterprise

GOT fans, do not fret – Dragon power is just getting started

There has been fevered conversations around dragons as “Game of Thrones” is nearing the end to one of the most epic, wildly embraced television series of recent times. Although this exciting series will be gone soon, Dragon TV remains -- a powerful, versatile tool that liberates and enhances television engagement for those wise enough to harness it.

Selena Castellanos

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As fans anxiously await and secretly lament the end of “Game of Thrones”, for those of us who are relatively new to this phenomenon, the numbers are extremely impressive. According to [Statista](#), “Game of Thrones” is the second winningest program in history with 38 Emmys, second only to Saturday Night Live with 54. Not too shabby, considering SNL has been around over 44 years and GOT just came on the scene in 2011. In fact, according to [HBO](#), the last episode reached an all time high of 12.5M viewers, the highest viewership of any cable show, EVER.

If you’re like me, you are dying to know what will happen to Daenerys Targaryen and her dragon.

Although, I won’t divulge any theories or spoilers, for those who are unfamiliar, this young queen has been hiding in a distant land, facing all manner of villains, assassins, spies and attackers; but she has the strongest ally you can imagine – her dragons.

Wouldn’t it be nice to have a powerful resource you could summon when you need help, customer service or even a hot pizza? Fear not; Dragon TV is on your side.

What is Dragon TV?

Dragon TV is a [technology and engineering Emmy award](#)-winning platform that emulates everything one might want in a dragon: powerful, personal and secure. Dragon TV is an intuitive speech-driven solution that makes content discovery and television engagement faster and easier than ever before with the power of your voice.

Powerful – Dragon TV leverages [Nuance Natural Language Understanding](#) (NLU) to manage conversations by using both context and memory, integrating with a wide variety of content partners to deliver a seamless, natural experience. In fact, it’s so robust it can manage multiple requests simultaneously, ensuring the dragon has your back, every time. An example might be, “Hey Dragon, show me episode 3 of season 4 of ‘Game of Thrones’.”

Personal – The goal of Dragon TV is to not only make things easier, but to make the experience meaningful. Using your voice, you can set up your own preferences: content, networks, movies, celebrities and other topics of interest. The solution knows that my husband and I watch GOT separately given our work schedules and can make distinctions in suggestions and offers. The system will know my voice from my teenage daughter’s voice and can navigate accordingly.

Secure – Dragon TV leverages Nuance Voice Biometrics, ensuring accurate identification, verification and classification for every interaction. Identification is vital as it determines “who is speaking,” allowing for management of the user’s account, allows for specific offerings to be presented and detects known fraudsters. Dragon TV will dig deeper and “verify” the user; eliminating insecure and unreliable PINs, restricting access to protected content to individual users (think underage viewers who aren’t quite ready for “Game of Thrones”) and authorizing

high-security transactions (purchases, premium content, etc.). Additionally, classification acquires data about who is using the system (e.g. % of men and women users) and understands each household make-up to create appropriate package offerings and an overall pleasant experience.

Where do we see the television experience going?

Given the lightning speed at which technology is changing the viewing landscape and behavior; the one thing we can be certain of is change. What I do know for sure is that voice is not going anywhere; it's in the middle of most every technical channel and advancement, and Nuance is locked in for the adventure.

Tags: [digital](#), [Dragon TV](#), [intelligent engagement](#)

More Information

	<p>Natural Language Understanding Discover the power behind Dragon TV Learn more</p>
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About Selena Castellanos

Selena Castellanos joined Nuance in March 2014 focused on business development and marketing for Voicemail to Text and has taken on several roles including managing a global field marketing team in the mobile division. Recently joining the Enterprise team, she leverages her 20+ years of telecommunications sales and marketing experience to support the Nuance Telco Vertical as well as looking after DragonTV from a Product Marketing perspective. Selena holds a bachelor's degree in Psychology and an MBA from Rollins College in Winter Park, Florida.

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