

# SuperGuidaTV helps people in Italy tune in with their Action for the Google Assistant

## Opportunity

About eight million smartphone users every month use apps created by IdeaSolutions, an Italy-based company founded in 2003. IdeaSolutions constantly seeks opportunities to create new, innovative ways for people to engage with their content. “We first heard about Actions on Google in 2017,” says CEO Ivan Dama. “We decided to create an Action to offer an alternative way to access our content.”

## Approach

Two in-house engineers worked for a month to create [SuperGuidaTV](#), a guide to Italian television. The Action helps users find what’s on TV—any channel, any program, any time. “Very simple and immediate to use, SuperGuidaTV can provide very rich, detailed information that’s updated hourly,” Dama says. “It offers an improved and faster user experience (UX) than a classic TV guide.”

The most critical task they faced was in identifying a relevant use case before creating an Action that would be suitable for users across the various devices it could run on—a smart speaker, TV, etc. “Actions on Google is a very innovative way to expose content to our users,” Dama says.

By analyzing the user journey on their mobile app and website, “we understand which sections are the most used,” Dama explains. “We’ve implemented use cases to provide content from these sections.” By asking the Google Assistant “What’s on TV tonight?,” for instance, a user receives first a list of programs, sorted by popularity. Most users find what they want on the first try, or can also easily ask for a specific genre or channel.

## Results

IdeaSolutions evaluates success by the number of users who use the Action and the number of successful responses. SuperGuidaTV is one of the most popular Actions in Italy as measured by daily active users (DAUs). “Many users are intrigued to try the Action,” Dama says.

SuperGuidaTV was built with attention to technical detail and works well on smartphones and smart speakers, including Google Home devices. IdeaSolutions is working to customize content for the Action, by integrating a recommendation engine to help users discover the content they’re most likely to enjoy.

Dama also looks to the ubiquity of the Google Assistant as potentially game-changing for users. Availability of the Google Assistant in Android TV devices, he adds, will change how users explore their content in the future. “Our Action will let you ask your TV what to watch,” he says. “It will know your preferences and then automatically switch to the selected channel.”

*“We decided to create an Action to offer a more innovative way to access our content.”*

**Ivan Dama**  
CEO  
IdeaSolutions

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