



Grow Viewership & Engagement with Data & Analytics



Build & Grow Viewership

Overview

An American commercial broadcast television network wanted to obtain detailed insights on its viewers across a variety of shows and to gain a better understanding of the competitive landscape.

Challenge

- **Data:** Manage and generate insights from BIG data – millions of viewership “data” patterns per day.
- **Data Integration:** Integration of consumers’ historical viewership data and competitors’ data – lack of direct integration capabilities to gain valuable insights.

Solution

- **Data Collection & Integration:** Acquired and integrated data from different sources including Hulu, and structured the data to be analytics ready.
- **Analytics:** Analyzed and segmented viewing patterns across a variety of series, genres, and demographics.
- **Competitive Analysis:** Analyzed viewing patterns on competitive shows and provided valuable insights and opportunities to expand their viewership.
- **Visual Analytics:** Insights delivered in dashboard to enable client to easily evaluate their hypothesis and obtain a 360 degree view of their viewers.

Impact

- Increase in viewership by **over 15%.**

What makes a show a success?

Overview

A global media and entertainment conglomerate wanted to analyze a popular TV series and understand the win themes and key drivers of success. They needed actionable audience insights to fuel decisions for future content and episodes.

Challenge

- **Data:** Lack of required data points in-house to solve the problem.
- **Data Integration:** Challenge to identify and obtain relevant data from various sources to formulate a holistic view (36+ data sources)
- **Data Management:** Scale of unstructured data (over 300 GB) made it difficult to manage and analyze.
- **Domain & Solution Knowledge:** Required a mature partner who understands the Media & Entertainment domain and the information value chain from data to analytics.

Solution

- **Data Collection:** Identified and acquired external 3rd party data to enrich existing data points. Leveraged Nielsen data, external performance view from iTunes, Netflix, IMDB, and Twitter.
- **Data Integration, Architecture & Enrichment:** Created a BIG DATA platform (in Hadoop) to transform all data into a trusted corporate asset.
- **Analytics:** Applied proprietary algorithms and analytical models to understand the causal analysis/relationship between performance and key attributes.
- **Visual dashboard:** Presented findings in an easy to consume format to drive fast, accurate decisions.

Impact

- **Actionable insights** on audience behavior and influencing factors including the statistical importance of how they make a show successful.
- **Simulators** for hypothesis validation of various business scenarios – decision making tool.
- **Data management** infrastructure to manage disparate data sources and easily create a detailed audience analysis and make informed decisions on future content and episodes.

Grow Audience Engagement

Overview

A top American Film Studio wanted to build a complete “Customer Data Foundation” to understand audience personas and improve relevancy and viewer engagement.

Challenge

- **Data:** Lack of relevant data to obtain audience personas. They only had access to e-mail-sign-ups and screening data in-house.
- **Data quality** and completeness was a big concern. They were missing critical information for audience demographics including Gender and Age.
- **Data Integration:** Personally Identifiable Information (PII) data had been removed and there was no direct link (primary key) in data from different sources. Third party aggregated segment level information needed to be linked with internal data sources.

Solution

- **Data Collection:** Acquired data from social conversations (Facebook and Twitter), 3rd party data on lifestyle and behaviors.
- **Data Imputation:** Proprietary predictive algorithms were applied to complete the missing information. Gender was predicted based on social conversations linguistics and stylography leveraging NLP and text analytics.
- **Data Integration:** Entity matching algorithms were used including deterministic – exact matches and probabilistic matches to formulate a single view of customer.
- **Analytics:** Performed audience segmentation and profiling analytics.
- Content affinity analysis.

Impact

- Built a strong data foundation and enriched data with external sources solving one of the major missing links to generate the insights needed for the business use cases.
- Delivered a granular understanding of customer personas and affinities.
- Marketing content optimization and ability to send the right content to the right people.
- Ability to build long term CRM and engagement strategy.



Thank you.

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