**BIG DATA**

Big Data is a phrase used to mean a massive volume of both structured and unstructured data that is so large it is difficult to process using traditional database and software techniques. In most enterprise scenarios the volume of data is too big or it moves too fast or it exceeds current processing capacity.

**MEDIA AS A BIG DATA SOURCE**

Media is the most popular source of big data, as it provides valuable insights on consumer preferences and changing trends. Since it is self-broadcasted and crosses all physical and demographical barriers, it is the fastest way for businesses to get an in-depth overview of their target audience, draw patterns and conclusions, and enhance their decision-making. Media includes social media and interactive platforms, like Google, Facebook, Twitter, YouTube, Instagram, as well as generic media like images, videos, audios, and podcasts that provide quantitative and qualitative insights on every aspect of user interaction.