Media Intelligence Tool

Social Listening and more

DEEPFLUX

Film Industry & Social Networks

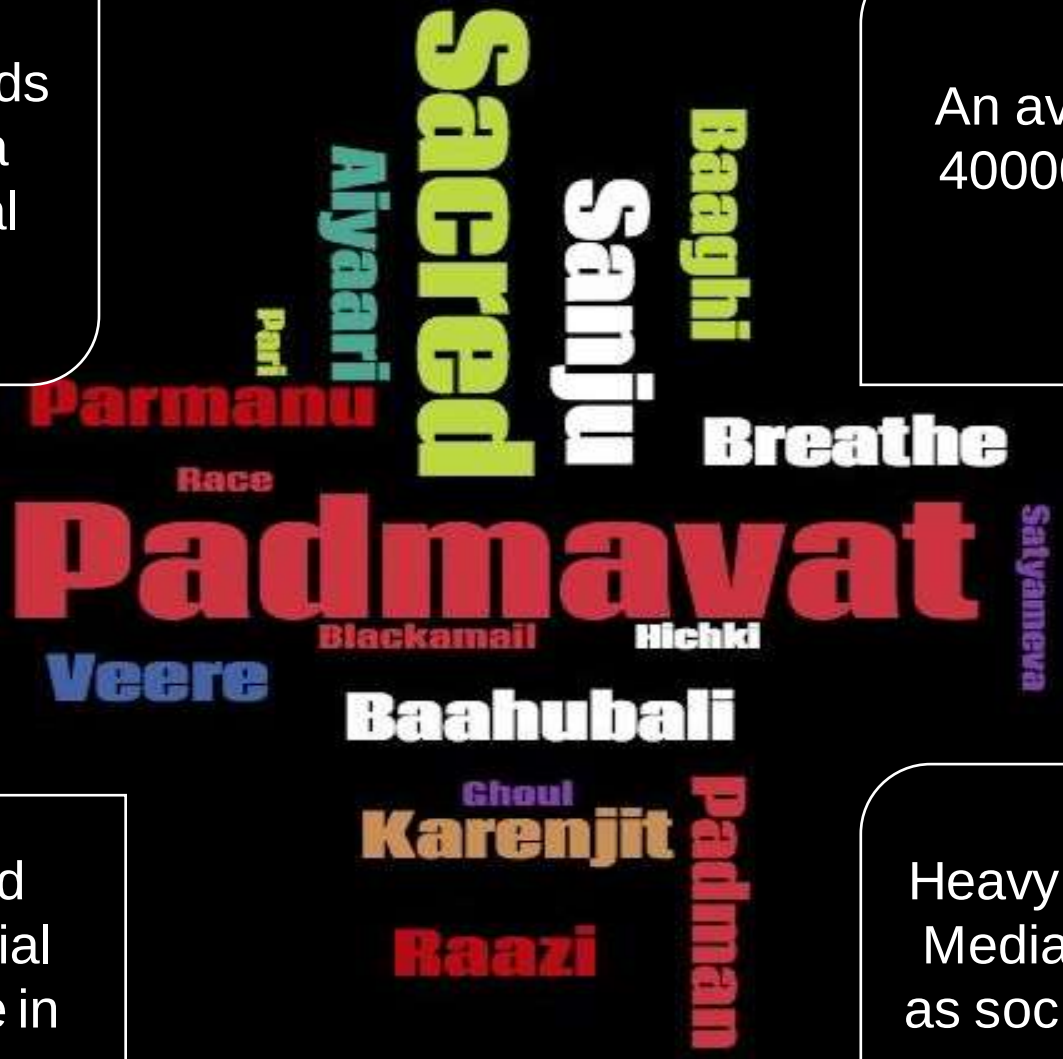
With more than 1500 films produced annually, Bollywood is the world's most prolific cinema industry

Indians being one of the most hyperactive population on social networks can be the key to Box Office Success

Being the most effective channels to reach out, social networks are heavily used to promote movies/ series with huge budgets

Measure Digital to Measure Box Office Success

Social Buzz and Search Trends during release week show a 82% correlation with the final box office collection



An average movie release picks 40000 mentions on social in the release week

Netflix latest release Sacred Games had a 4X higher social buzz than any series release in India

Heavy Interactions and tagging of Media content can be measured as social signals and can be used to predict success

Most Brands are not measuring Social Signals

Only 5% of Media Companies measure social to gauge campaign success

Every 24 hours, millions of reactions and comments are made on the Social Networks concerning movies or series, which are left unseen by industry

Competition Search and Online Social trends are not followed by most Brand Managers

DeepFlux Media Intelligence: Start Measuring Success

Customized Social Listening with Search and Sentiment Analysis

Curiosity and buzz meter – measure the buzz impact of trailer / release

Popularity Analysis - Actors(Heroes/Villains)

Competition trends and buzz during critical times like release week

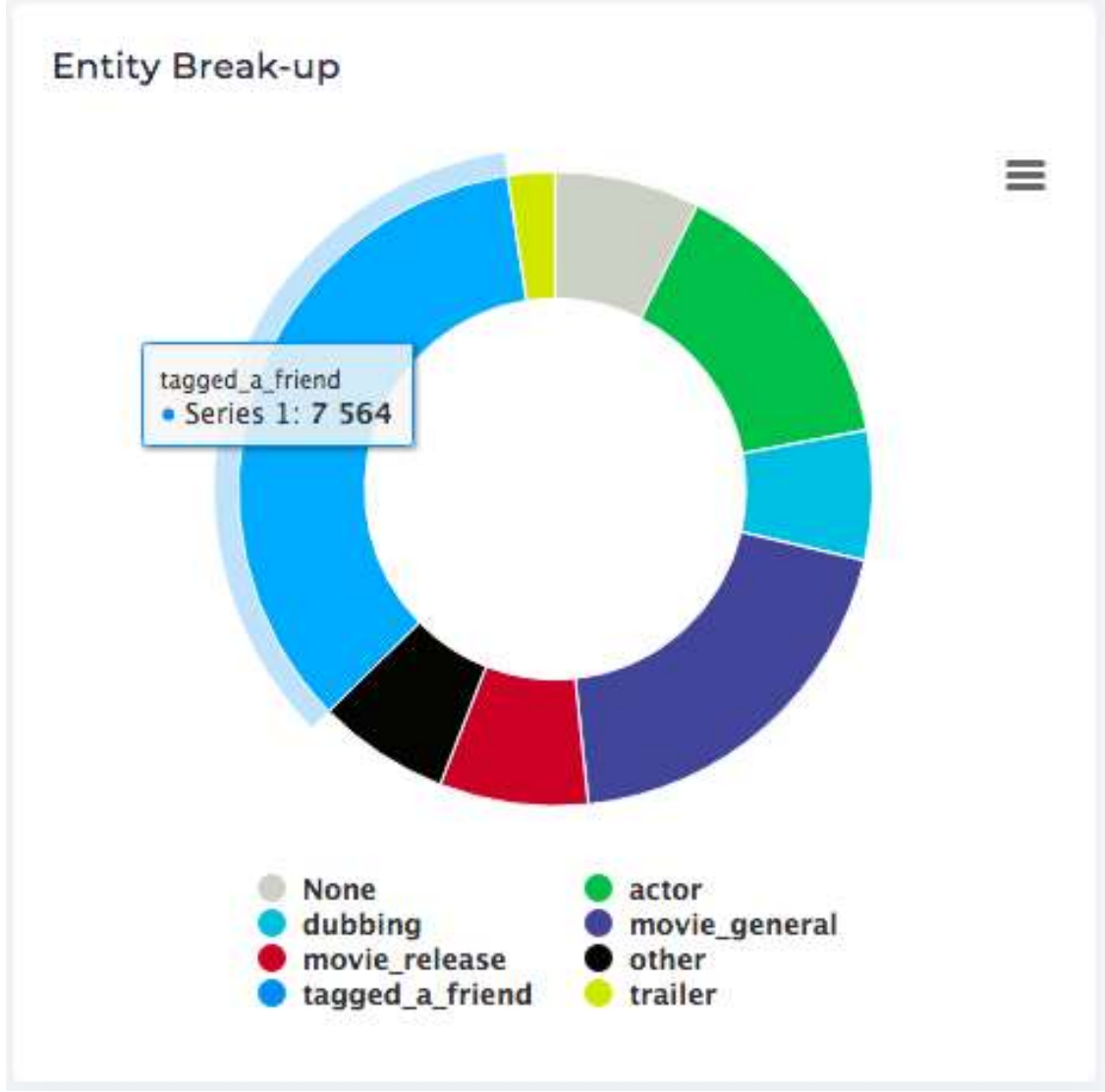
Predicts success by taking in account the Social, Search & Campaign Signals

Social Listening & Sentiment Analysis

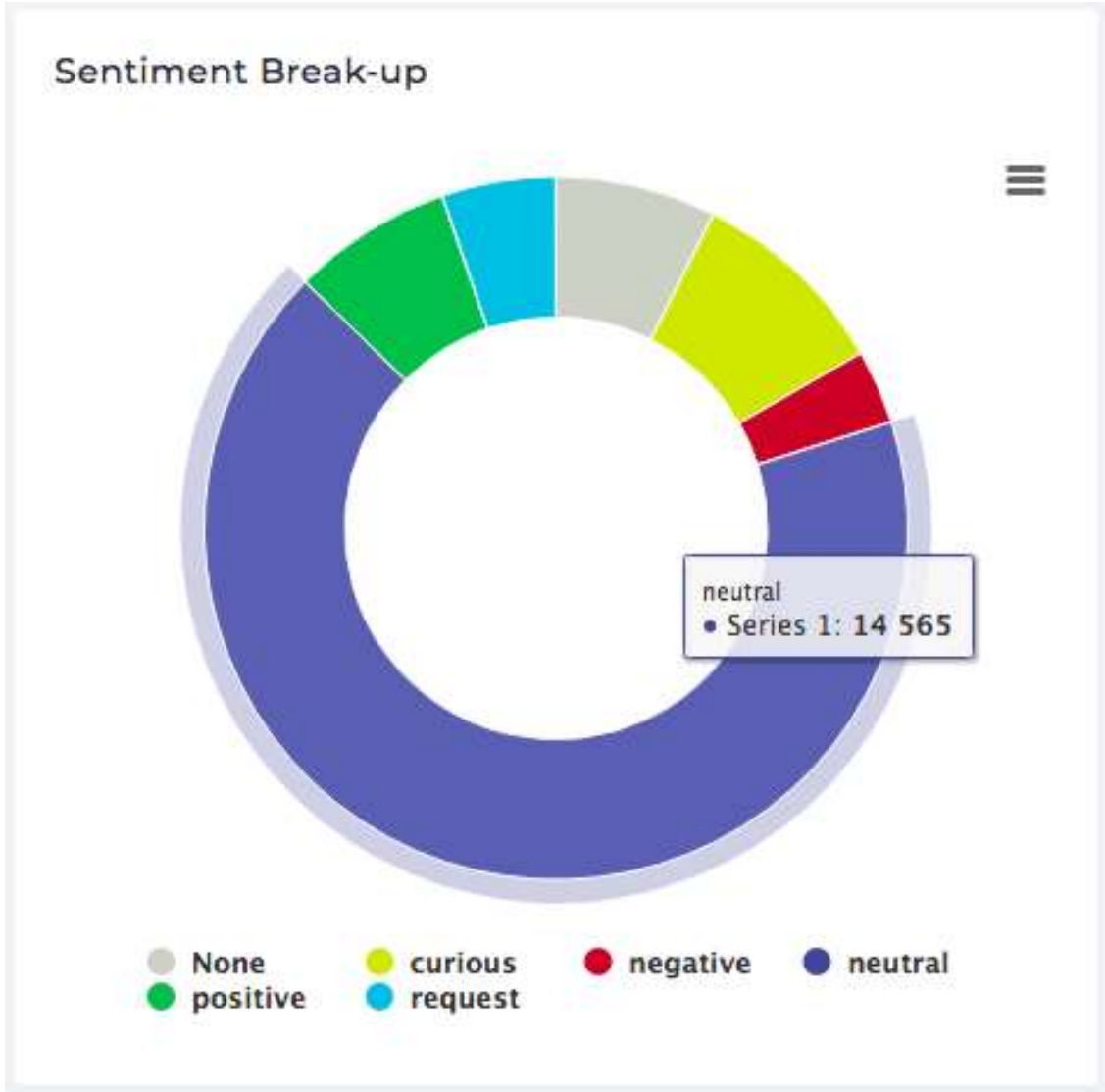
Get Social Score for your movie/series derived out of nationwide sentiments & interactions with content

Tailor your social posts to what echoes with the masses.

Use Google Search Data to complement social with search

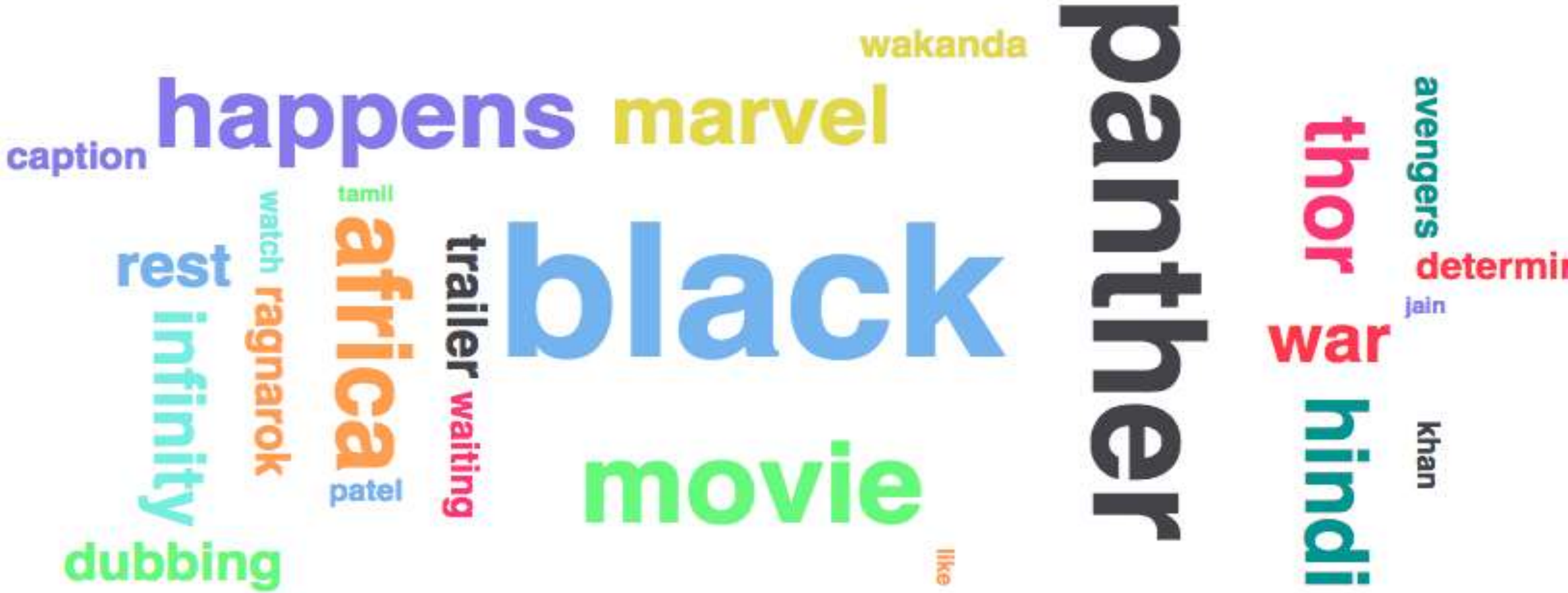


Get the wholistic view of the Sentiments over the Social Networks



Summary of the major buzzes about the product or business across media platforms

High Affinity Word Cloud - Top tags, mentions and searches across the Social Networks including characters, actors, heroes, villains, movie or series

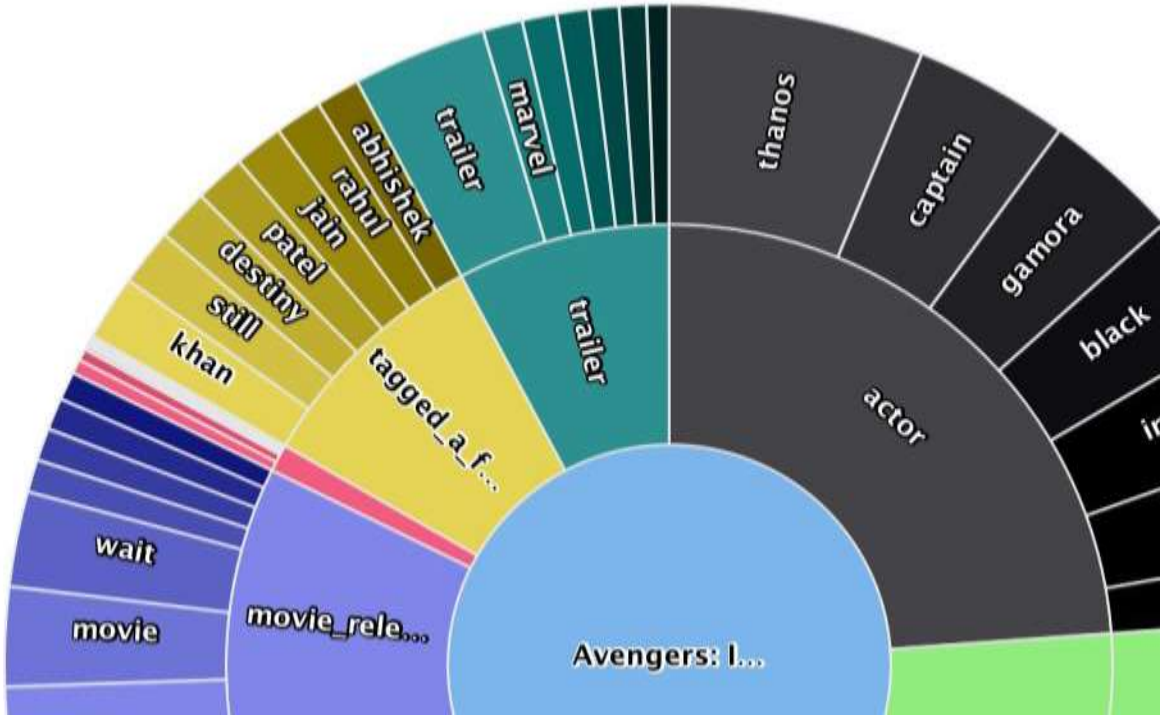


MOST POPULAR MENTIONS | MOST RECENT MENTIONS

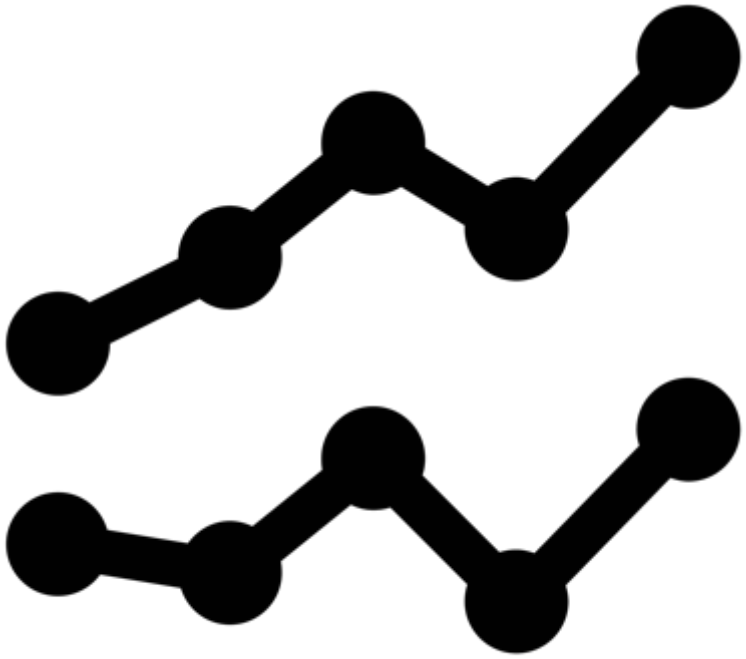
An animated parody of the Avengers: Infinity War trailers, in which Iron Man, Captain America, Black Widow and Spider-Man adopt new names, Gamora and ...	89290	7261	96551
(⬅️ SWIPE ➡️) WHICH ONE IS YOUR FAVORITE??? . Chibi Art by Marcio Hum @artminico . . . #chibi #deadpool #wadewilson #ryanreynolds #avengers #avengersinfinitywar #infinitywar #thanos #ironman #captainamerica #spiderman #thor #hulk #blackwidow #blackpanther #falcon #wintersoldier #guardiansofthegalaxy	85653	313	85966
Have you ever seen the transformation of Tom Hiddleston into Loki?! I've heard once from some kids that his hair as Loki was his original. I hope they'll see that post! · Video seen in: @marvelinsider · Credit @marvel_entertainment if you claim the post. · Follow @Marvel_entertainment for daily upda	84466	476	84942
Spider-Man design concept! Do you like that style?! · Art by: @francis__correia · · Follow @marvel_entertainment for daily updates on Infinity War, News, Edits and more! · Like our posts and always comment your thoughts. . #Comics #InfinityWar #Spiderman #Ironman #Hulk #Thor #CaptainAmerica #BlackPa	76991	1401	78392
To the ones we leave behind.. · · Source: @petite_madame · · Follow @Marvel_entertainment for daily updates on Infinity War, News, Edits and more! · Like our posts and always comment your thoughts. . #Comics #InfinityWar #Spiderman #Ironman #Hulk #Thor #CaptainAmerica #BlackPanther #Vision #Antman #	69269	667	69936

Sneak peek of top mentions and comments across Social Networks

SunBurst of the major entities and impacts across the Social & Search

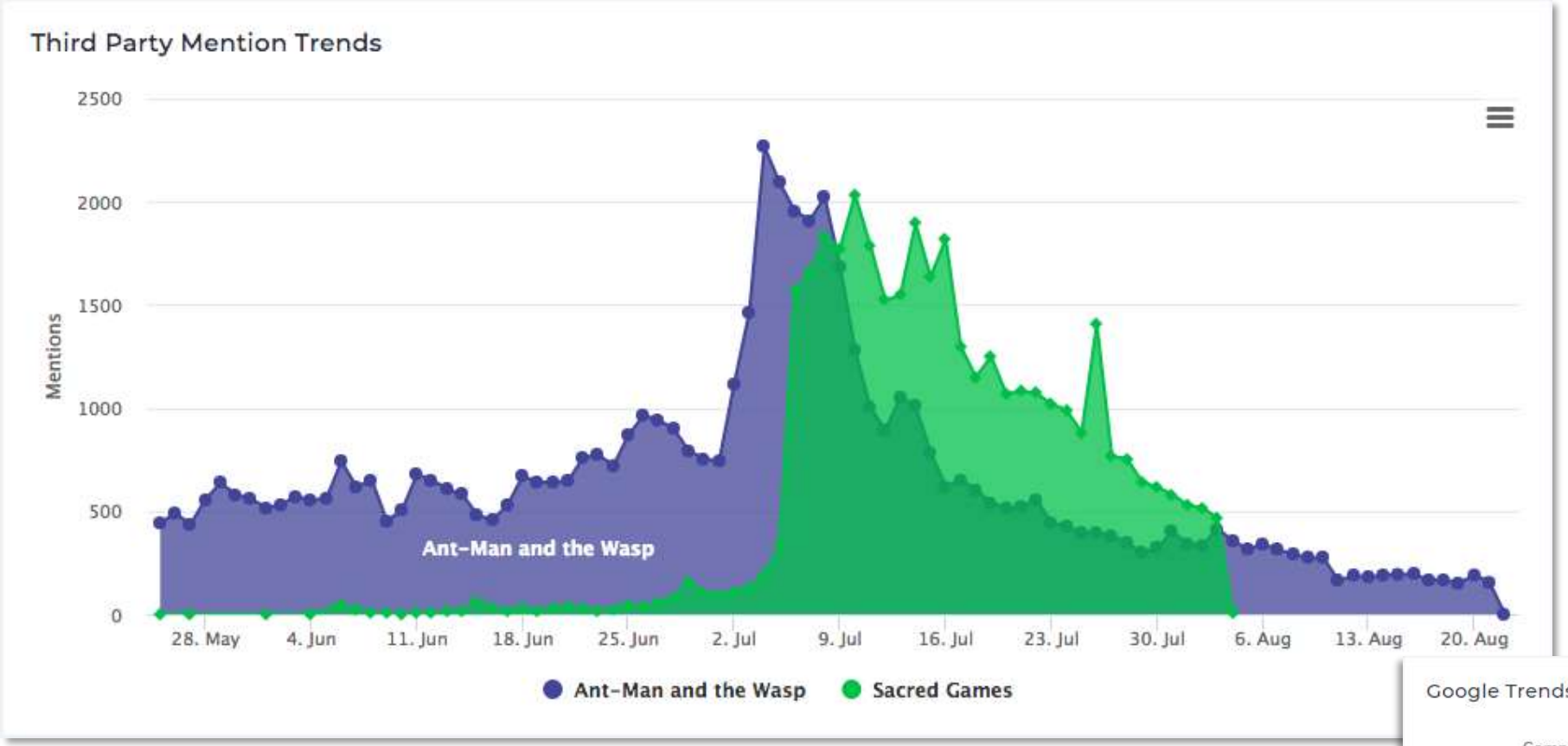


Get important insights from Detailed Comparisons



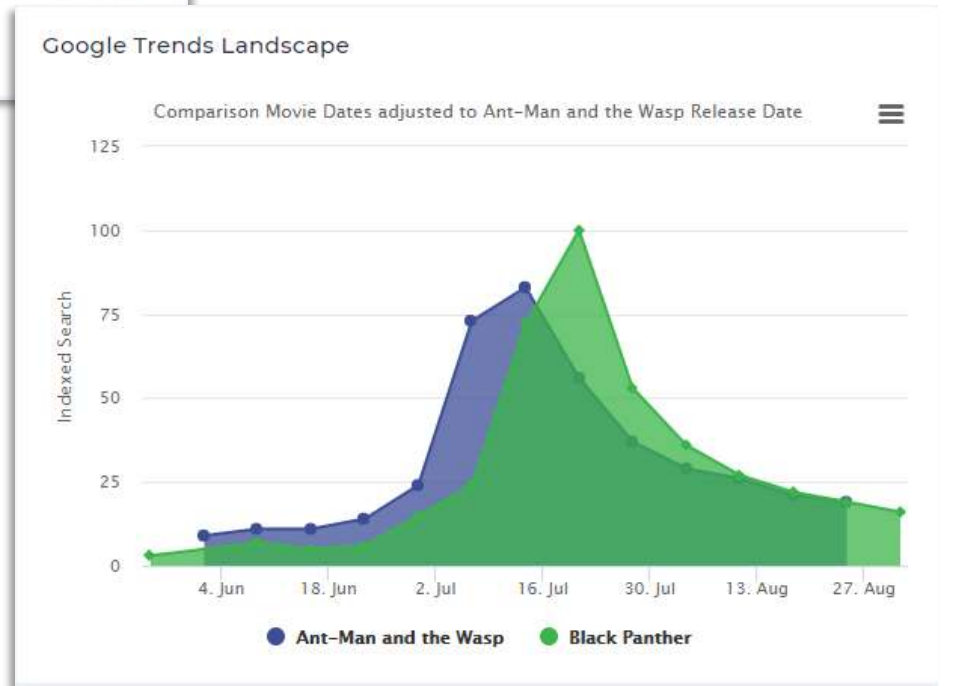
Detailed insight on competitive grounds with other series/movies or production companies

Make use of Historic Data to Compare Multiple Product Buzz and Success Side by Side



Learn about the competitive trends and product buzzes happening across social media

Compare multiple product buzz and their impact across the Social Networks, over the time.



Campaign Analysis & Predictive Modelling

Track your Campaigns impact on Buzz and Sentiment and derive insights into target audience

Campaign Optimization across platforms from a central campaign management interface.

Audience Discovery feature which helps you get insights into audience and user patterns

Predictive Modelling based success forecast of a new release

Probability of Success of Movie

66.16

Chances that movie will be Success

Campaign Success Score

70.77

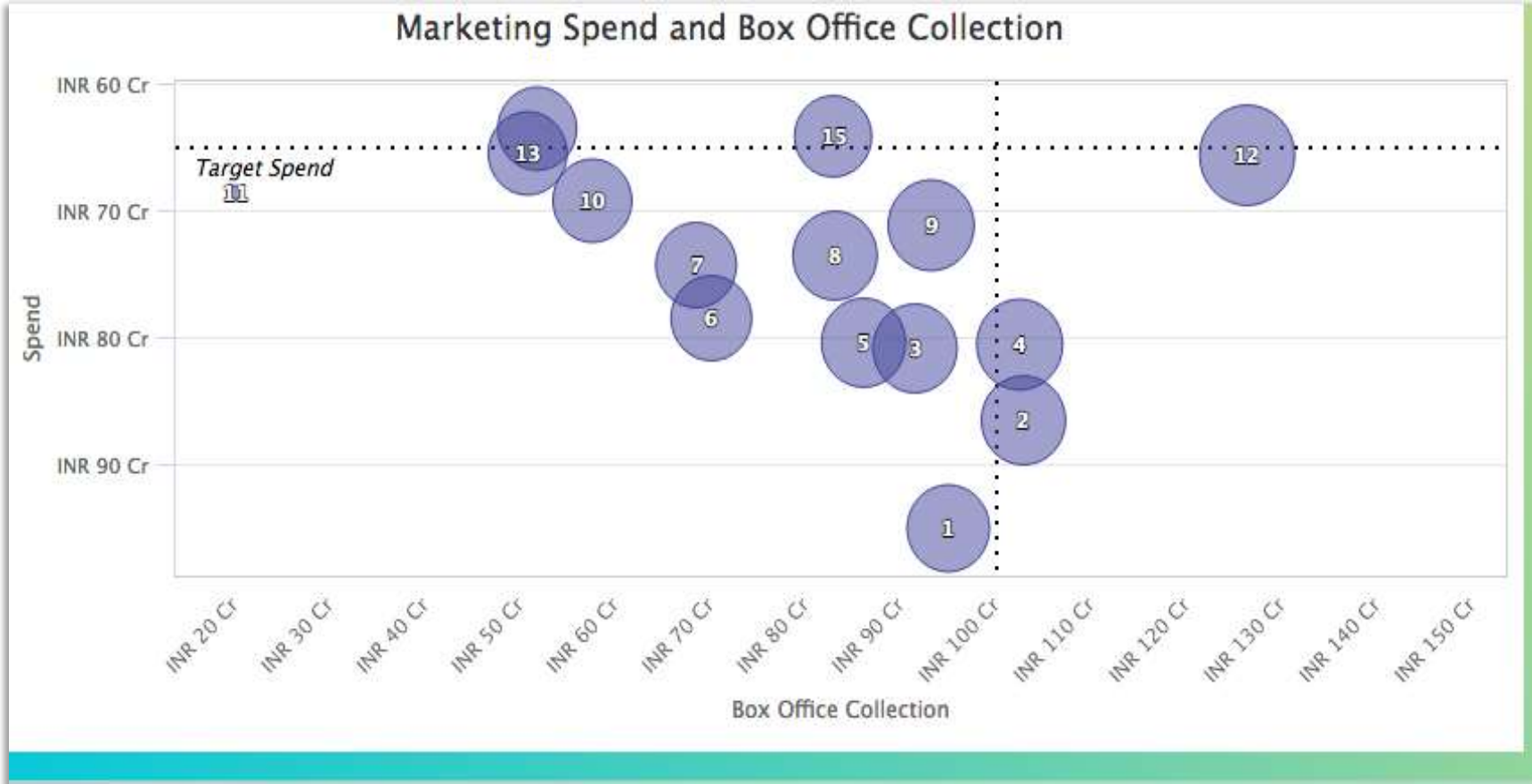
Campaign Performance

Buzz Success Score

94.51

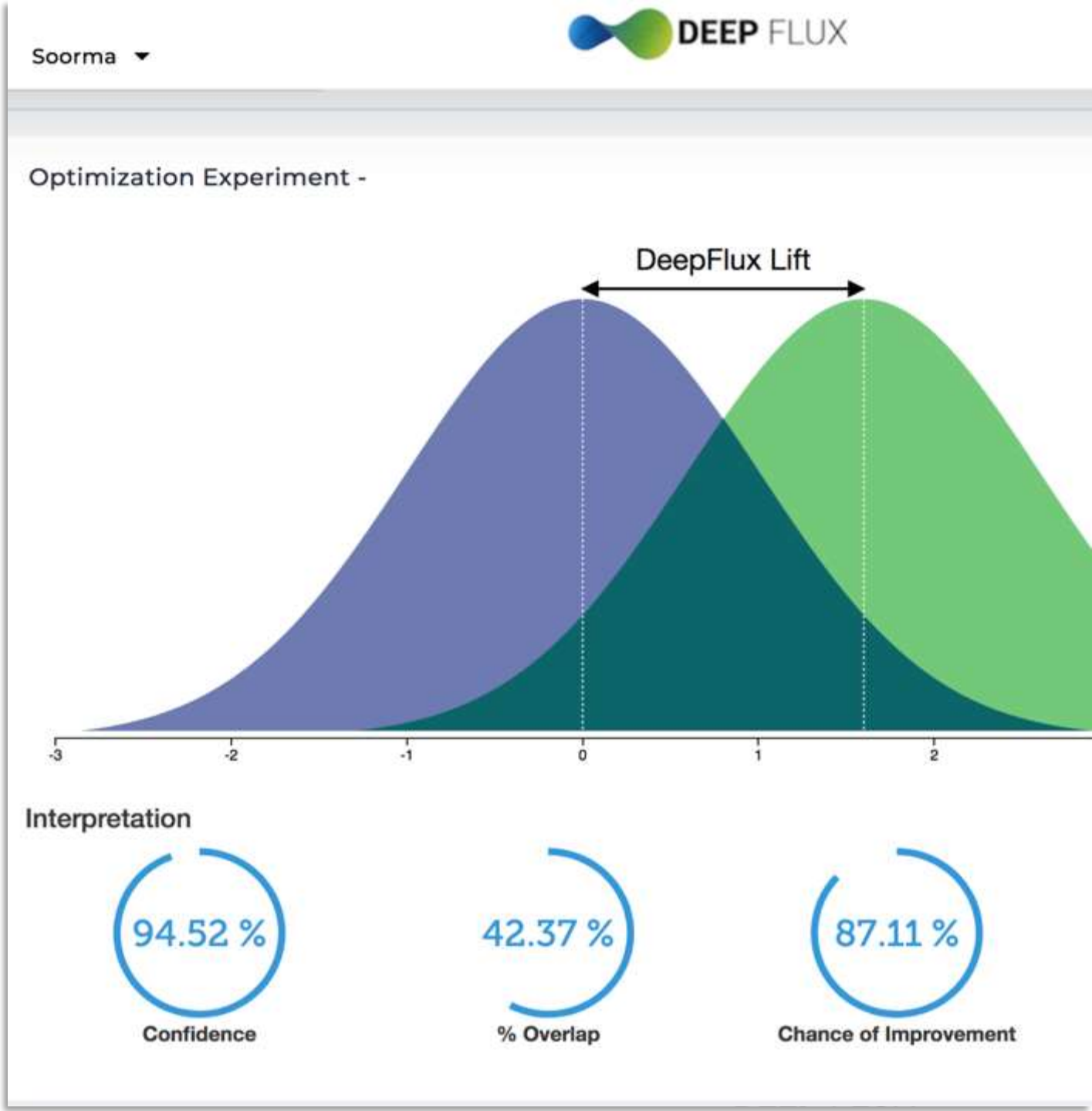
Social and Search Buzz Meter

Movie Success meter & Buzz Score - Machine Learning Based calculations and insights to achieve higher success rates



Experimental Intelligence

Discover audience segments and behavior patterns that drive maximum interest to your movie/series



Why Deepflux ?

- Customized Social Listening across platforms
- Detailed Comparisons and deep competitive analysis
- Campaign Analysis and Predictive Modelling
- Driving ML based Digital Intelligence