

Big Data in Media(Content) Industry

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ABSTRACT

Media industry has evolved from the traditional business model which was Television, Print Media (like Newspaper, articles, magazine) providing most of the revenues from it to new world of digital media. Digital media is the new era of content sharing on social networking or Internet. The rate at which internet is accessible to everyone as per IDC estimates, till 2020 it will be 100%. Business transaction will reach 450 Billion per day which reflect true business need and strategies can be planned as per market analysis

KEYWORDS

TRP = Television Rating Points,

1 INTRODUCTION

News, TV, market analysis, Movies or Video on demand, etc were part of content distribution by specific organization / Production house to sell it to broadcaster to further use the content. All these distribution was one way communication and hardly possible to get exact Television Rating point (TRP) or feedback about article. Internet has given us flexibility to get feedback on the good / bad videos, Photos to reach 50million user Radio took 38 years, TV almost 13 years, Internet just 3years and facebook added 200 million user in less than a year. Such a heavy internet usage has raised a concern over data (content) availability and analysis to make it effective for marketing and strategic business as most of the data available is unstructured form. size [1].

2 ISSUES FACED BY MEDIA INDUSTRY

- Audience Measurement methodologies and standardization of individual and multimedia channel planning
- Tracking ROI and attribution across media channels providing effectiveness of media campaign activity
- Keeping up to date with constantly evolving market trends, initiatives and opportunities
- Business costs of continually evolving marketing technology and media research
- Managing an increasingly diverse and Sliped agency roster
- Fragmenting market and increased competition from other media and channels ie social, owned and earned media
- Procurement and agency margins finding an effective and sustainable business model
- Disconnect and Mis-communication between client, agency and media
- Limited scope for outside the square and new opportunities

size [2]

3 BIG DATA IN MEDIA INDUSTRY

Internet has changed the world in terms of interaction and communication we do. Media contents are available on youtube, Netflix, chromecast for free or low cost .Also on social networking sites like facebook, twitter, Instagram and WhatsApp. 16 zettabytes unique data was created in 2106. Such an enormous amount of data can be analyze to get some answers to the change in pattern and product marketing

fiWe do not have a choice on whether we do social media the question is how well we do itfi Erik Qualman

50 percent of worldfis population is under 30 years and 96 percent of millennial are on social media, Facebook and Google tops highest weekly traffic on internet size [4]

3.1 Benefits of big data and Internet

Understand customer content preferences

- Increase the relevance in FTfis communication to customers
- Personalize content
- Deploy intelligence to customer touchpoints, including customer service, website, mobile apps and third parties, such as advertisers, in order to target campaigns

3.2 statistics from 2017

- 3.8 Billion people uses internet
- 20.8 Billion devices will be using internet by 2020
- 24 hrs of video is uploaded to youtube every minute
- 300 million photos uploaded to facebook everyday
- 2 Billion active users in facebook

size [4]

4 SOCIAL MEDIA ANALYTICS PLATFORM

Comprehensive social media platform that combines data feed, data mining and data analysis tool size [3]

4.1 News Platform

News analytics uses Natural language processing, technique to score news items and to confirm Author sentiments, Relevance, Volume Analysis, Uniqueness, and Headline Analysis

4.2 Social Network media Platform

Bandwidth, salesforce Marketing Cloud and Media Analysis Platform

- Item typefi!stage of the story: Alert, Article, Updates or Corrections.
- Item genrefi!classification of the story, i.e., interview, exclusive and wrap-up.

- Headlinefi!?!alert or headline text.
- Relevancefi!?!varies from 0 to 1.0.
- Prevailing sentimentfi!?!can be 1, 0 or fk??1.
- Positive, neutral, negativefi!?!more detailed sentiment indication.
- Broker actionfi!?!denotes broker actions: upgrade, downgrade, maintain, and undefined or whether it is the broker itself

5 CONCLUSION

Content Media has exploded in terms of data generated with both structured and unstructured. There is a need to use Big data and this need will be increasing day by day in order to work towards marketing and strategic planning new product companies will need the analytics for improving their product by understanding market and current trends.

ACKNOWLEDGMENTS

I would like to thank Prof Gregor von Laszewski for the opportunity and Mani Kumar to help me with Git hub tool

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6 BIBTEX ISSUES

7 ISSUES

DONE:

Example of done item: Once you fix an item, change TODO to DONE

7.1 Assignment Submission Issues

Please complete your paper by converting lists into paragraphs.

7.2 Formatting

Incorrect number of keywords or HID and i523 not included in the keywords

7.3 Writing Errors

Errors in title - need a space between (Media) and Content

Are you using *a* and *the* properly?

Please define abbreviated terms like IDC in the abstract

7.4 Citation Issues and Plagiarism

Claims made without citations provided

7.5 Character Errors

If you see a ffigure and not a figure in text you copied from a text that has the fi combined as a single character

7.6 Structural Issues

The paper has less than 2 pages of text, i.e. excluding images, tables and figures