

ML & AI in Media & Advertising

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- 2. Analytics Environment**
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- 4. Customer Life Cycle**
- 5. AI applications in Media Industry**

1 | The Media and Advertising Business

Media & Advertising Business

advertisers

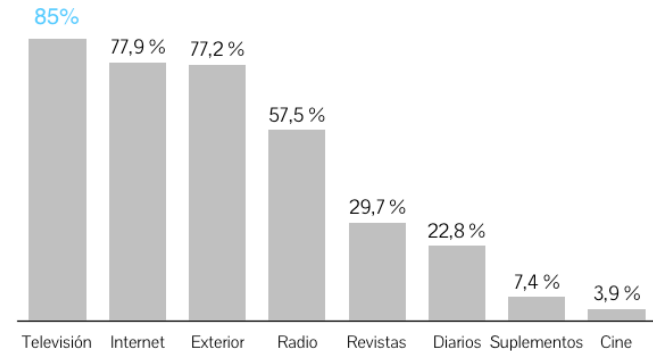


CONTENT

User / audience

AUDIENCIA GENERAL DE MEDIOS
PENETRACIÓN EN ESPAÑA

...Data Presented by Reason Why from AIMC



Grupos de comunicación
en España



Media / publishers

AVOD vs. SVOD



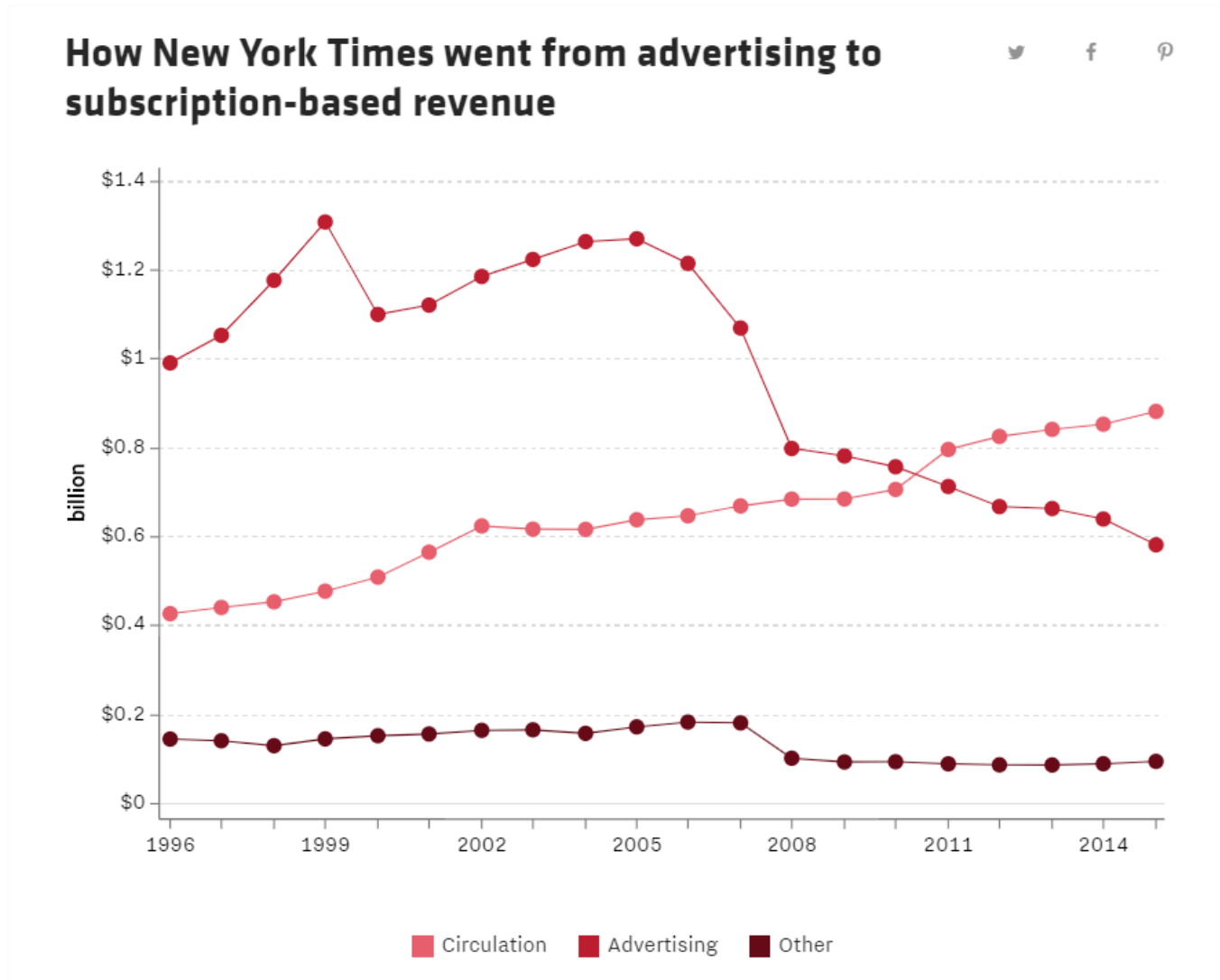
Ad-supported Video On-Demand: a streaming video service that offers consumers access to a catalogue of on-demand content and contains advertisements.



Subscription Video On-Demand: a streaming service that consumers subscribe to for a fee and can access a catalogue of on-demand content.

Source: IAB Video Glossary

Media & Advertising Business

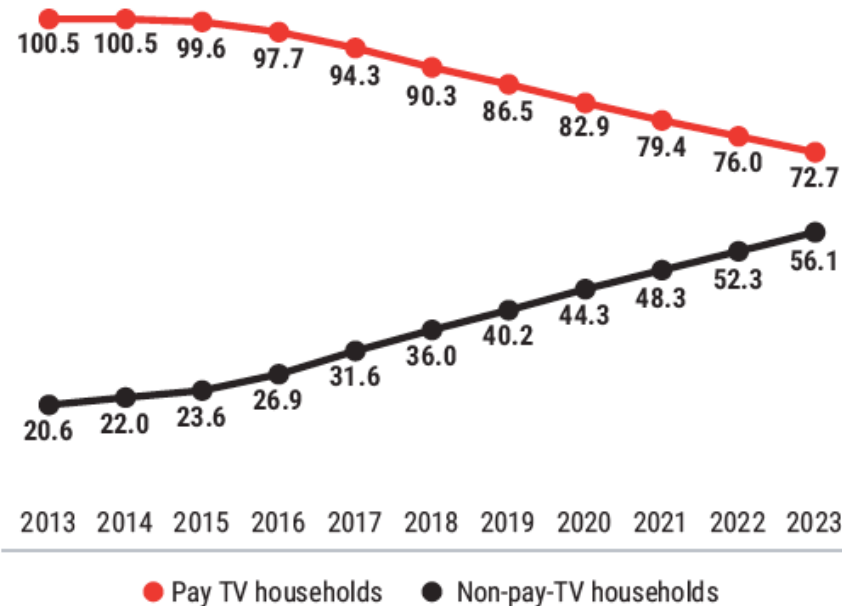


<https://www.nytimes.com/2020/05/06/business/media/new-york-times-earnings-subscriptions-coronavirus.html>
<https://www.nytimes.com/projects/2020-report/index.html>

Media & Advertising Business

Pay TV vs. Non-Pay-TV Households in the U.S., 2013-2023

millions

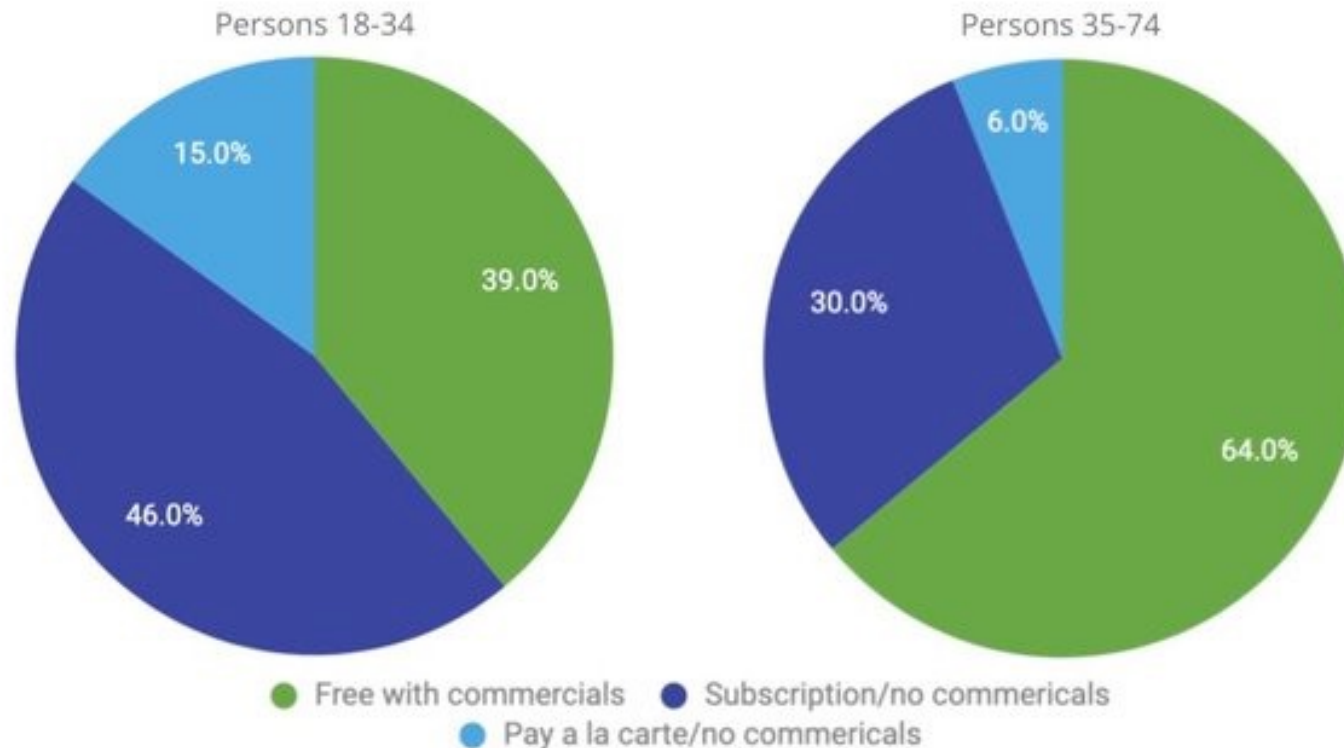


Note: Pay TV households are households with a subscription to traditional pay TV services; includes cable, satellite, telco/fiber operators and multiple system operators (MSOs); excludes IPTV and pure-play online video services (e.g., Hulu, Netflix, YouTube, etc.) Source: eMarketer, July 2019

T10457 www.eMarketer.com

Media & Advertising Business

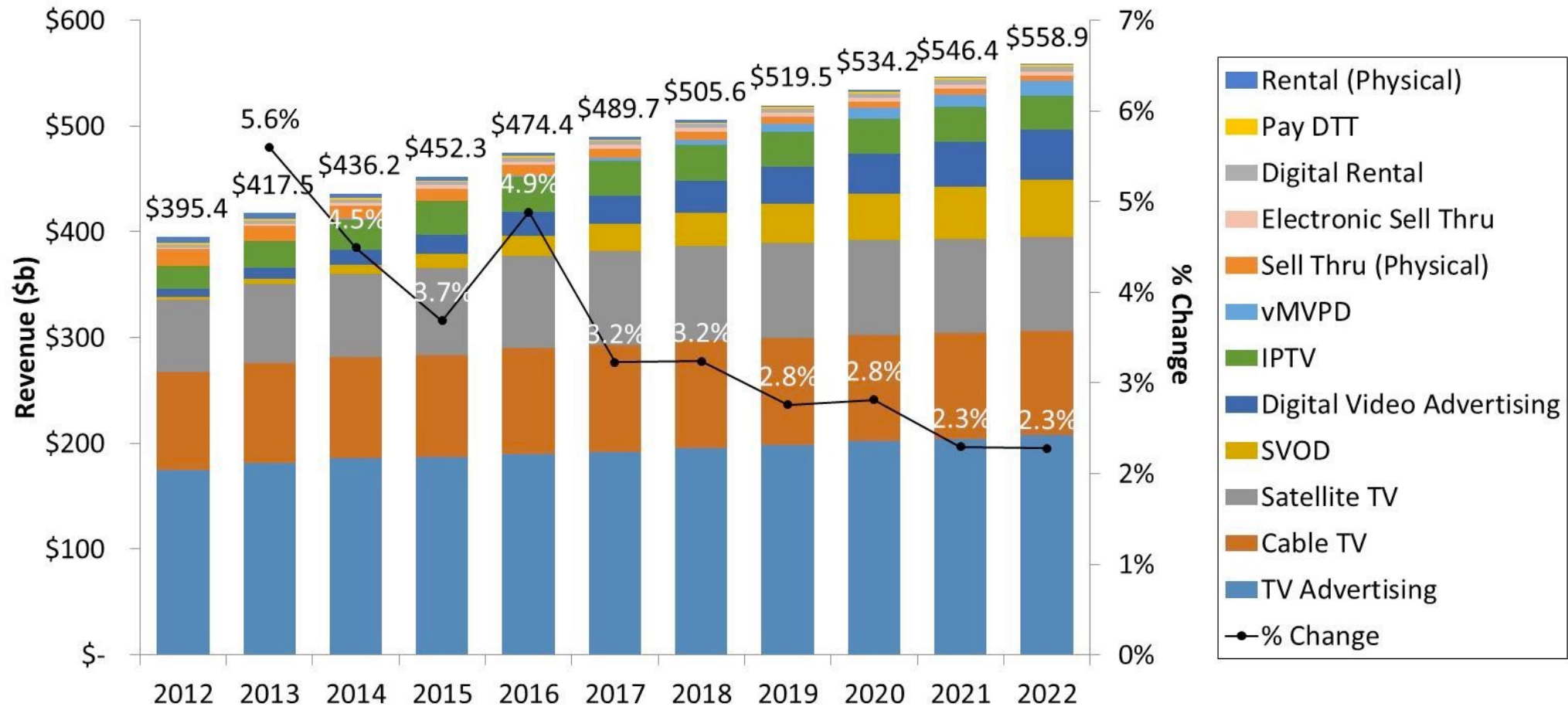
Which economic model do you prefer for getting your TV service



Source: HUB Entertainment Research. Base = 2,050 U.S. persons 13-74, surveyed December 2019.

Media & Advertising Business

Global TV and Video Subscription and Ad Revenue (2017 – 2022)



Traditional TV and Video = Cable TV, Satellite TV, IPTV, Pay DTT, TV Advertising, Sell-Thru (Physical), Rental (Physical)

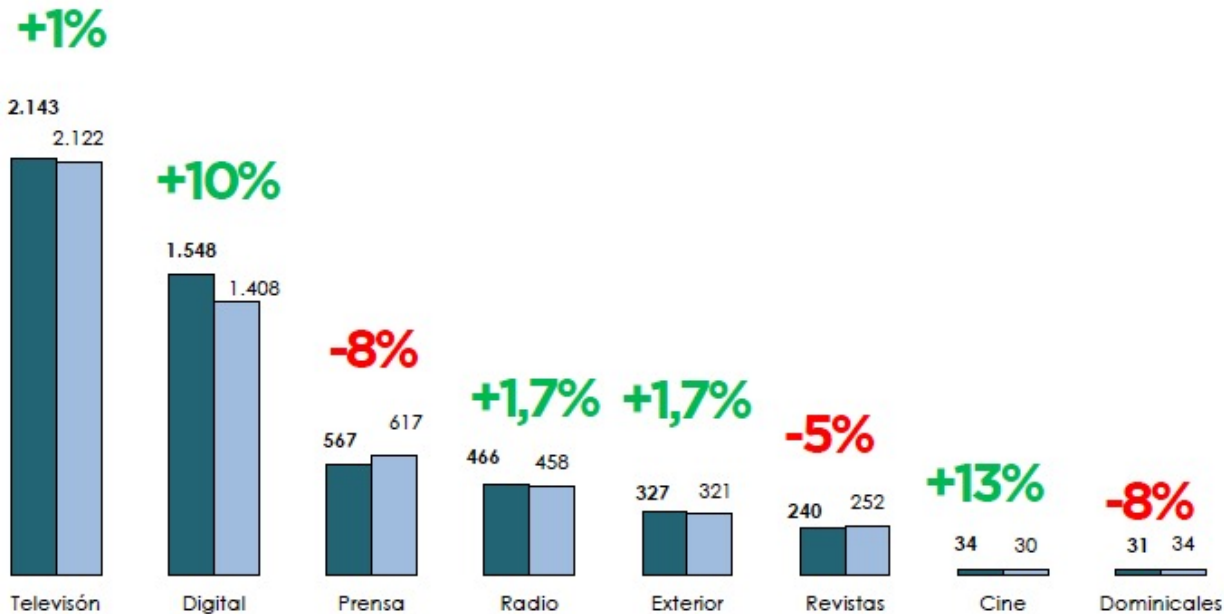
OTT TV and Video = Digital Video Advertising, SVOD, vMVPD, Electronic Sell-Thru (EST), Digital Rental (TVOD)

Source: Strategy Analytics, TV, Video, and Advertising Forecasts, 2018

INVERSIÓN PUBLICITARIA

MILLONES DE EUROS

■ 2017 ■ 2016



DIGITAL

HA CRECIDO UN 10% EN TOTAL
INVERSIÓN MEDIOS EN 2017
Y UN 44% DESDE 2014

INVERSIÓN DIGITAL 2014: 1076 MM EUROS
INVERSIÓN DIGITAL 2017: 1548 MM EUROS



FUENTE: Infoadex 2017

PLAYERS. Qué clientes apuestan por el medio digital

**DISTRIBUCIÓN,
AUTOMOCIÓN, TELCOS,
GRAN CONSUMO Y
FINANZAS, SON LOS
SECTORES A LOS QUE
PERTENECEN LAS MARCAS
QUE MÁS APUESTAN POR
DIGITAL.**

ANUNCIANTE	2018	2017	%
EL CORTE INGLES / HIPERCOR	4.864.419	5.831.774	-17%
RENAULT / DACIA	4.107.760	3.229.803	27%
MOVISTAR / TELEFONICA / TUENTI	3.227.012	2.301.135	40%
PROCTER & GAMBLE	2.652.070	2.311.596	15%
SEAT	2.595.003	2.012.848	29%
OPEL / GENERAL MOTORS	2.361.947	2.113.964	12%
VODAFONE	2.133.028	1.922.335	11%
BET 365	2.116.034	1.588.905	33%
FORD	2.067.339	2.281.332	-9%
BBVA	1.918.987	1.548.398	24%
APPLE	1.756.551	1.336.272	31%
UNIVERSAL PICTURES / UIP	1.720.423	2.705.167	-36%
REPSOL	1.707.726	1.429.408	19%
BANCO SANTANDER	1.685.005	1.284.899	31%
VOLKSWAGEN	1.623.322	1.943.178	-16%
NISSAN	1.612.091	2.075.511	-22%
ORANGE / JAZZTEL	1.463.661	1.046.918	40%
AUDI	1.457.956	1.026.502	42%
FIAT	1.413.731	1.483.593	-5%
CAIXA BANK / BANCA CIVICA	1.405.374	790.492	78%
L'OREAL	1.393.660	1.661.413	-16%
PEUGEOT	1.320.871	1.320.159	0%
SAMSUNG	1.317.851	1.036.528	27%
UNILEVER	1.316.455	975.068	35%
TOYOTA	1.286.241	1.112.025	16%

FUENTE: Market Monitoring Ene-jun2018

One subscriber or 48,000 pageviews: Why every journalist should know the “unit economics” of their content

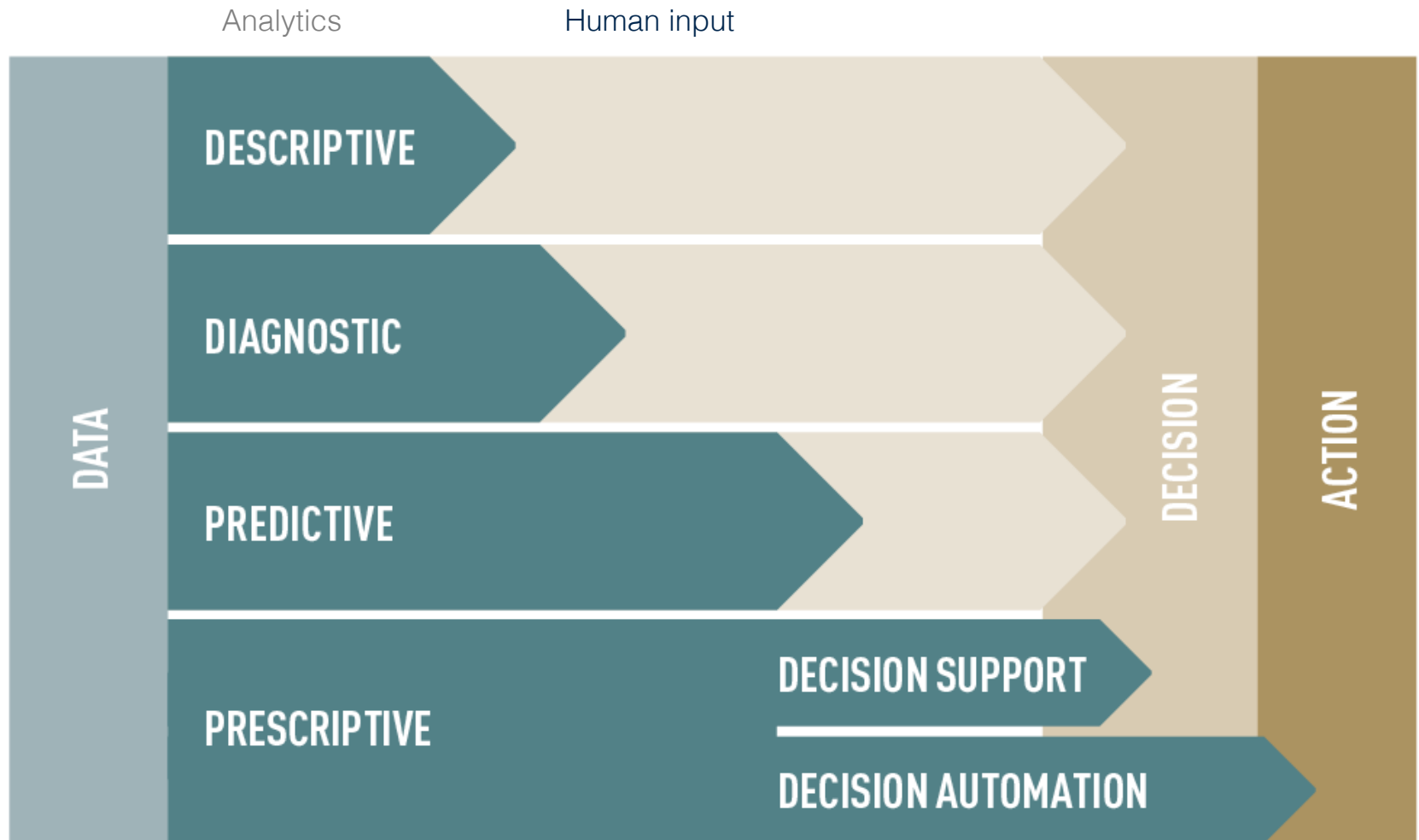
“With the advertising people looking at the ad metrics, the subscription people looking at subscription metrics, and journalists looking at outdated metrics... nobody was looking at these metrics together to get a clear view of the business as a whole.”

By **MATT SKIBINSKI** Oct. 7, 2019, 10 a.m.

2 | The Analytics Environment

Data Driven Business

Solve (Business) Problems using Mathematical Models and Data



SELF-SERVICE ANALYTICS for DESCRIPTIVE AND DIAGNOSTIC ANALYTICS

DIRECCIÓN



1. Negocio:

- Cubrir las necesidades de negocio en tiempo y forma

ANALISTAS BI

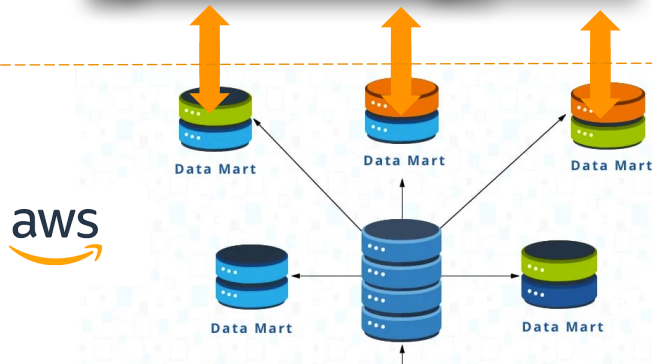
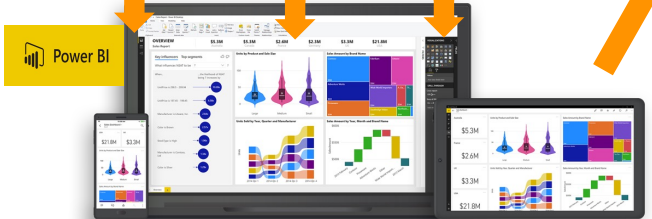


2. Equipos:

- Dominar la herramienta y los datos que usa
- Al menos 1 Power User (analista experto en BI) por equipo
- Formación continua y colaboración entre equipos

3. Herramienta de Visual Analytics

- Fácil e intuitiva para el usuario de Negocio
- Usos: (1) reporting, (2) ad-hoc/diagnóstico, (3) consumo por dirección (seguridad, mobile, calidad, ...)
- Una única herramienta standard para toda la plataforma

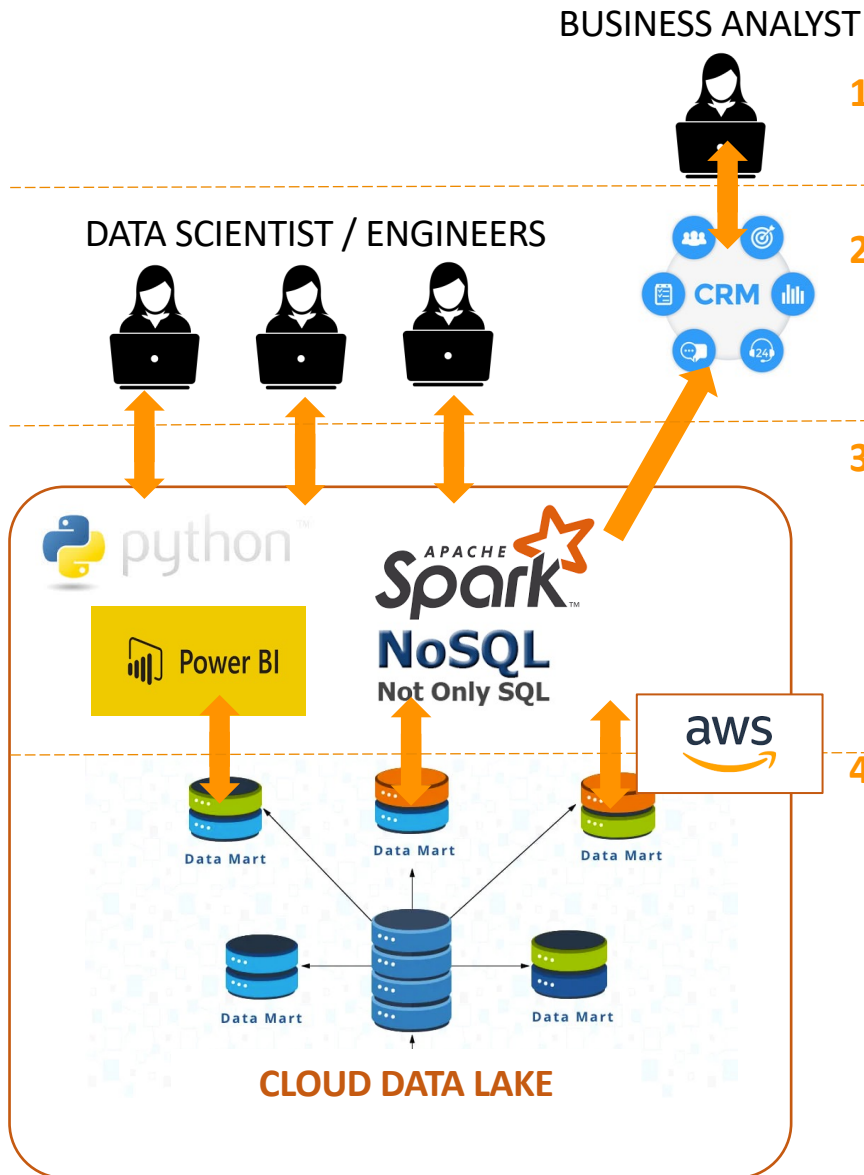


CLOUD DATA LAKE

4. Modelo de Datos

- Completo: cubre las necesidades de negocio al 95% (5% es mas caro o complejo y se resuelve desde Big Data)
- **Integrado**: todas las fuentes necesarias
- Rendimiento alto: el trabajo del usuario de negocio es **interactivo** con la herramienta de BI. No puede esperar minutos para filtros o consultas

BIG DATA PLAFORM for PREDICTIVE & PRESCRIPTIVE ANALYTICS



1. **Negocio:**

- Cubrir las necesidades de negocio en tiempo y forma

2. **MARKETING & CRM TECHNOLOGY:**

- Incorporar los modelos predictivos en las herramientas operativas de marketing, Customer services, ...

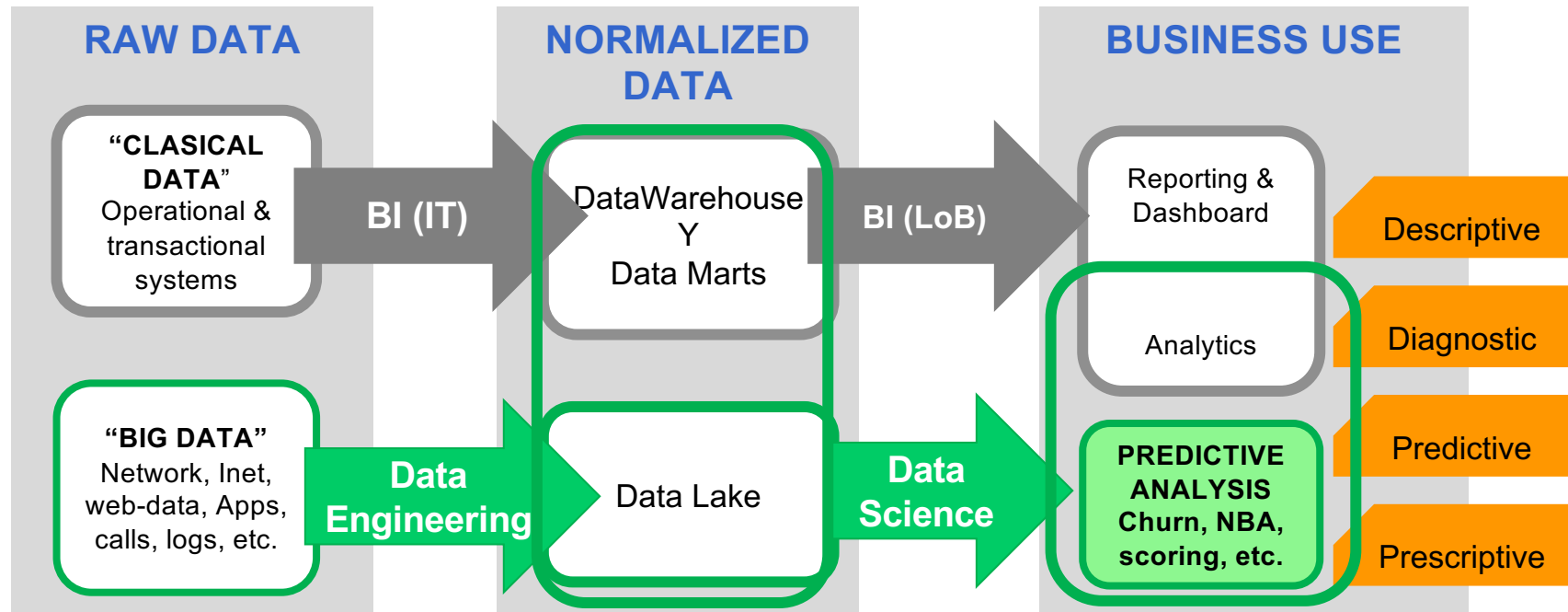
3. **Herramienta de ADVANCED ANALYTICS**

- Data Cloud
- Potente, flexible, fiable y escalable
- Una única herramienta standard, pero abiertos a estate-of-the-art

4. **Modelo de Datos**

- Completo: cubre las necesidades de negocio al 95% (5% es mas caro o complejo y se resuelve desde Big Data)
- **Integrado:** todas las fuentes necesarias
- Rendimiento alto:
 - **interactivo** para visual analytics
 - Rápido para consultas masivas de Big Data

Traditional BI & Big Data



3 | Digital Marketing

Media & Advertising Business



Advertisers

Share of Advertising Budget by Channel

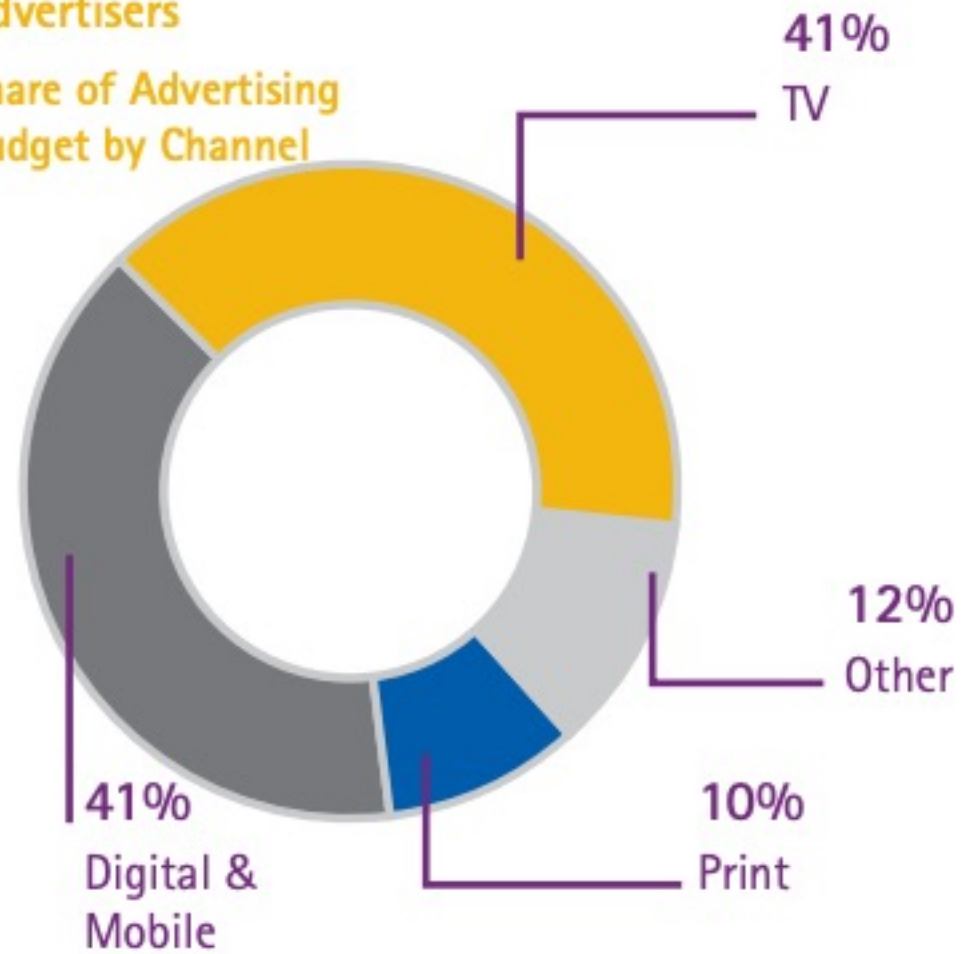


Figure 1

Media & Advertising Business

PLAYERS. Principales soportes (audiencia)

TOTAL POBLACIÓN INTERNAUTA: 31.921.000

Marzo 2018. Comscore

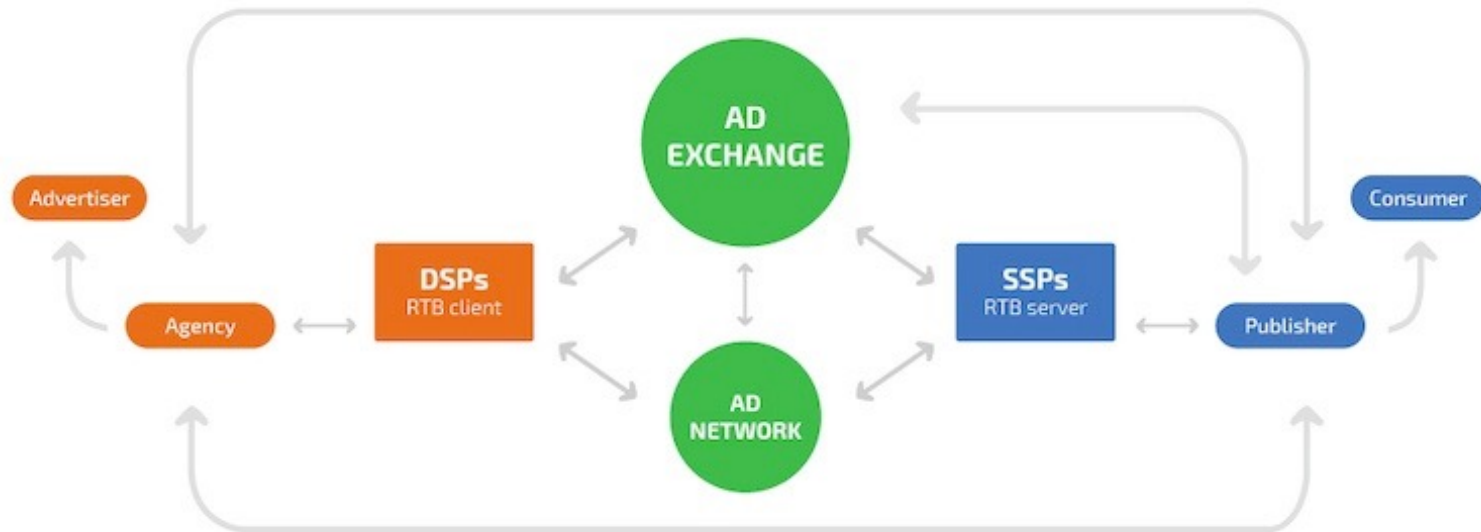
USUARIOS ÚNICOS (000)

1		31.603	5		25.011	9		20.446
	REACH: 99%			78%			64%	
2		29.508	6		23.831	10		19.351
	92%			75%			61%	
3		26.773	7		22.906	11		18.724
	84%			72%			59%	
4		25.661	8		22.048	12		18.651
	80%			69%			58%	

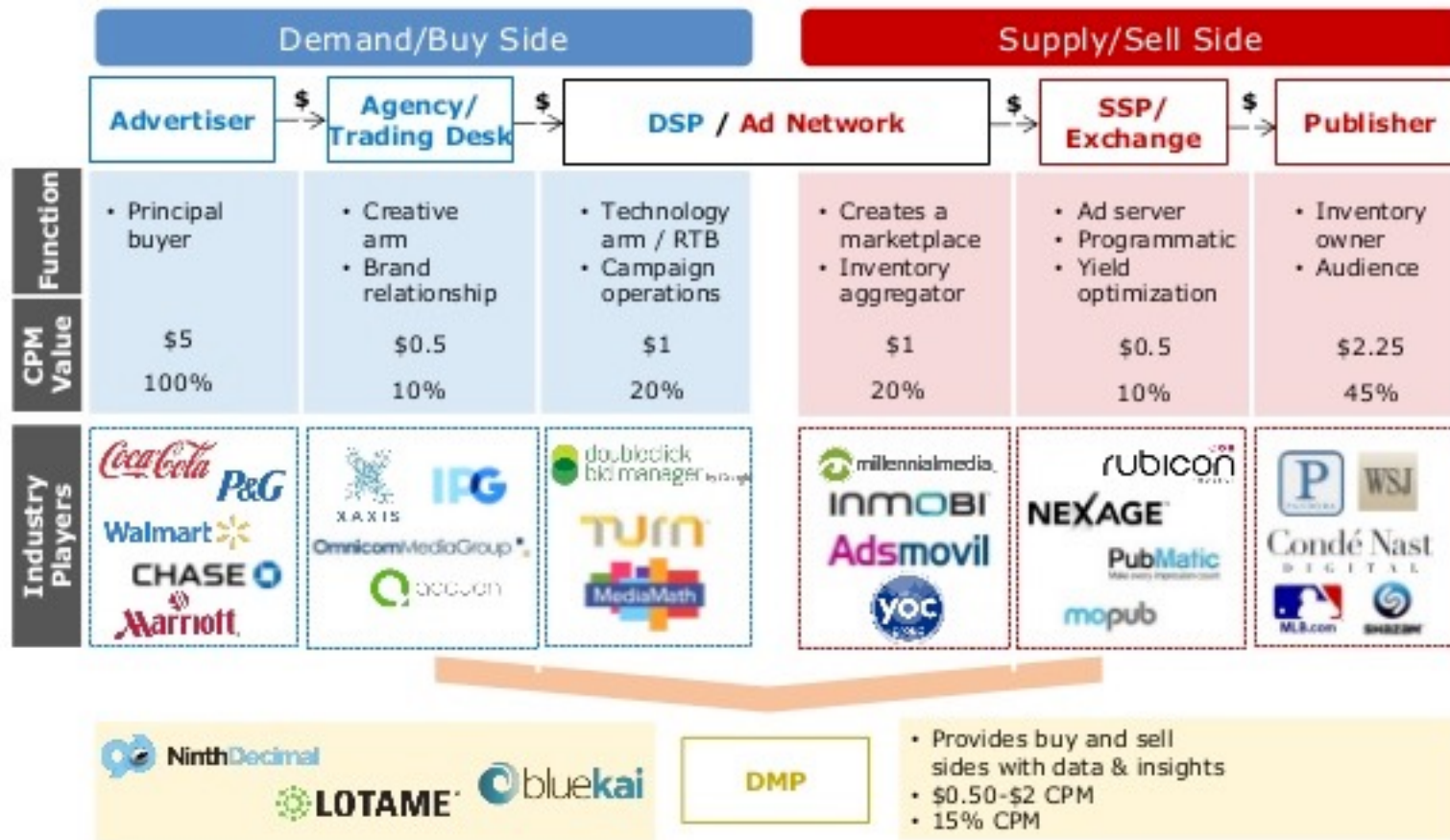
SI SUMAMOS LA AUDIENCIA DE ATRESTUBE, LLEGARÍAMOS A 22,2 MILLONES DE USUARIOS ÚNICOS.
PASARÍAMOS AL PUESTO 8 DE COMSCORE CON CASI UN 70% DE REACH



online advertising system

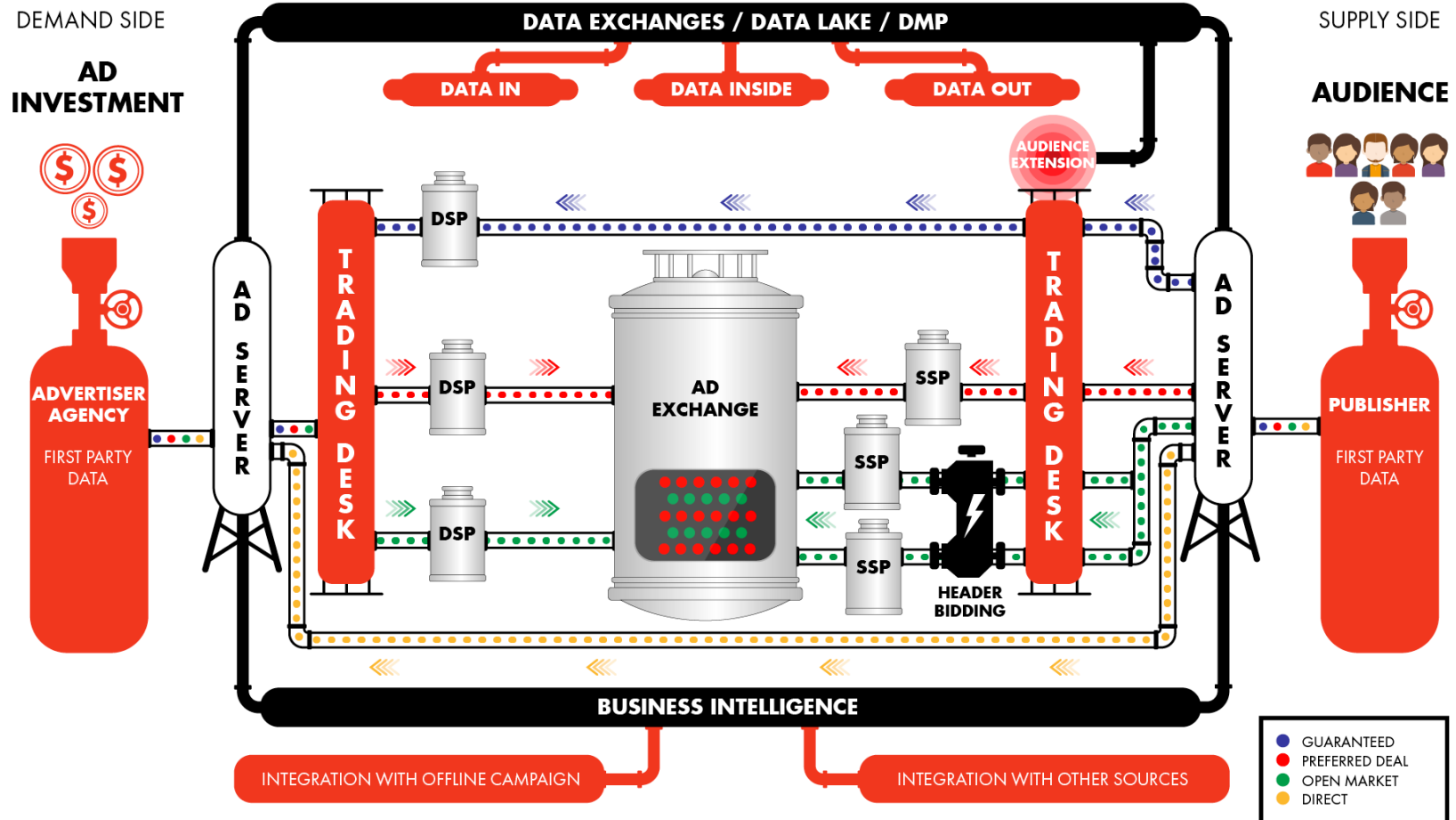


Media & Advertising Business





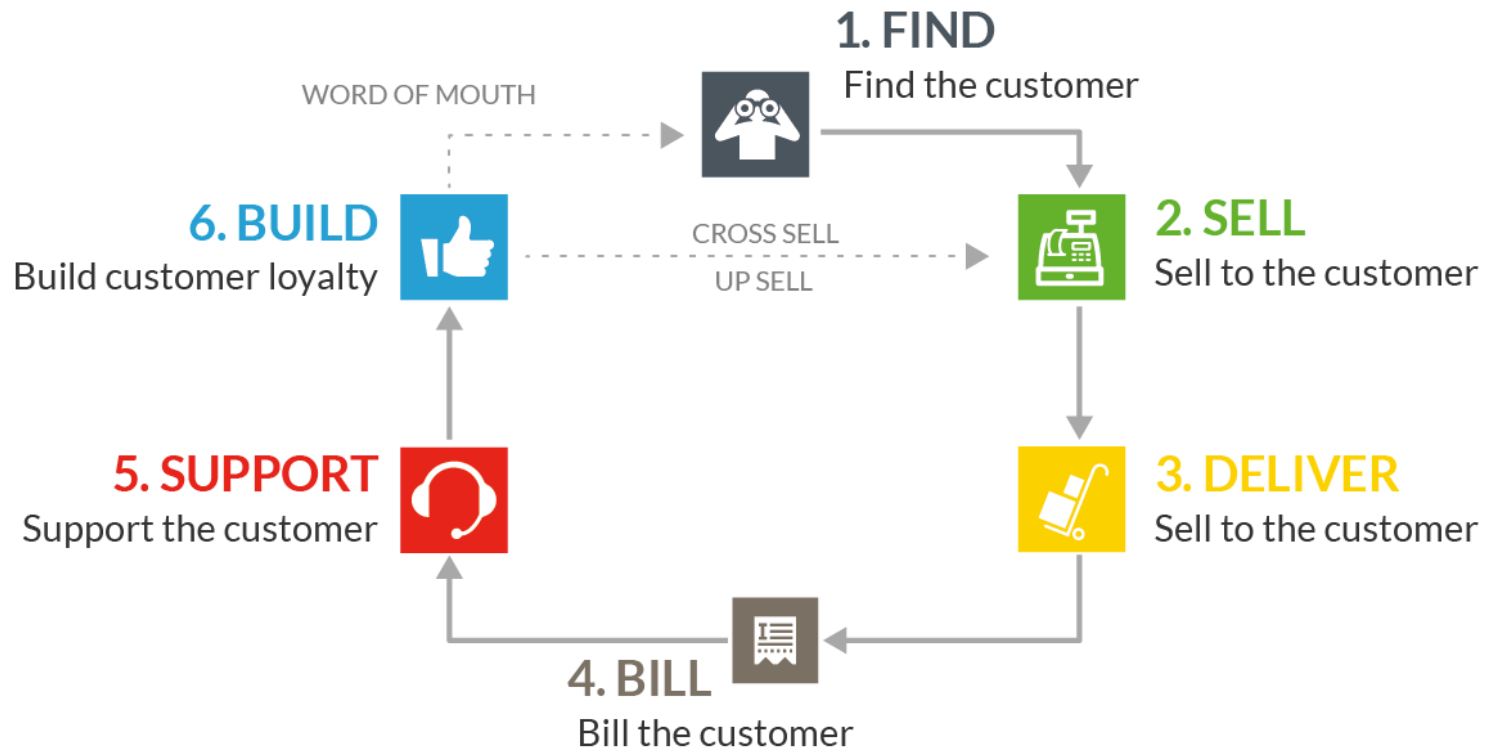
DIGITAL ADVERTISING ECOSYSTEM OVERVIEW



4 | Customer Life Cycle

CUSTOMER LIFE CYCLE

Ciclo de vida del cliente

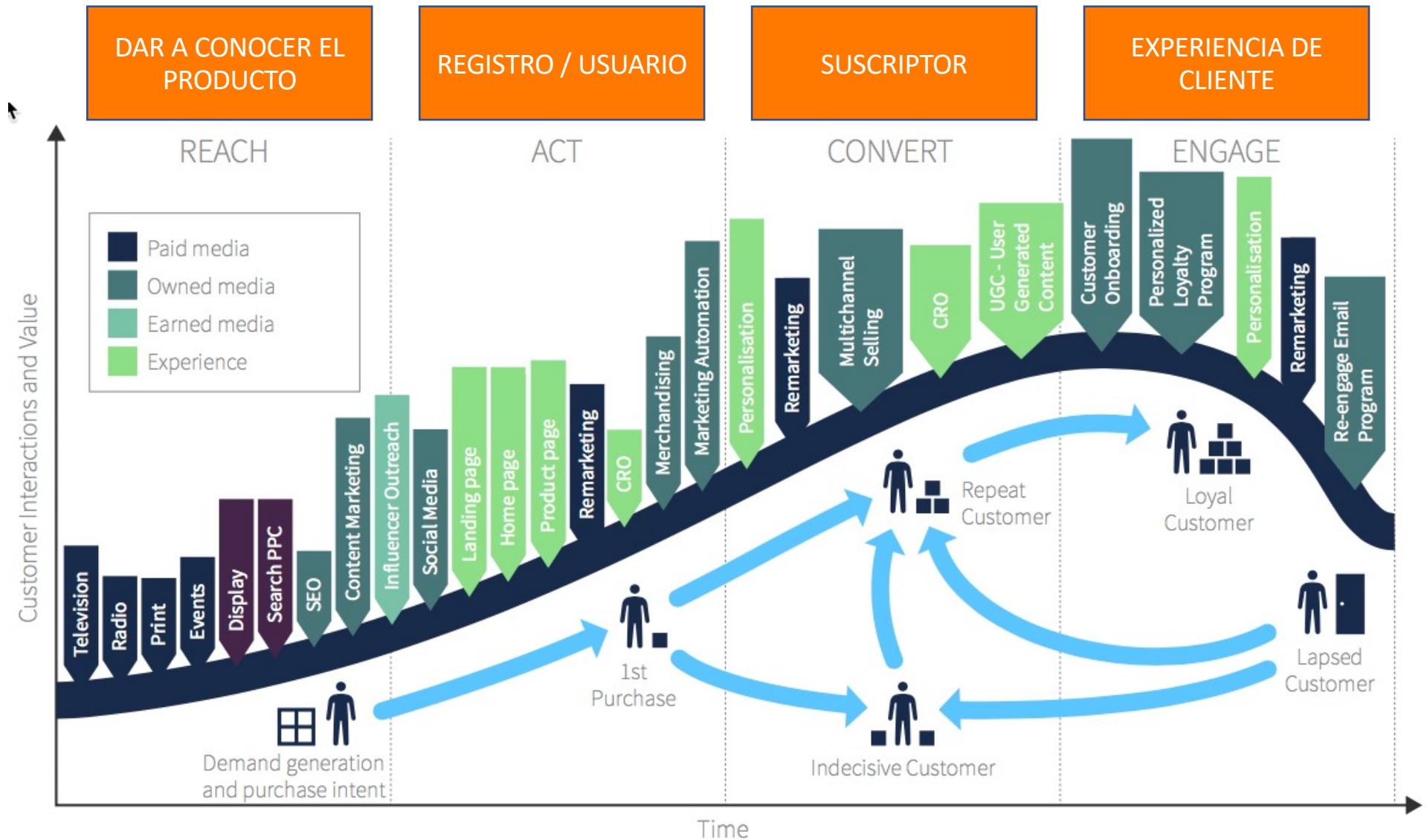


CUSTOMER LIFE CYCLE

Ciclo de vida del cliente



Marketing & Customer Value



CUSTOMER LIFE CYCLE

PLAN: Definir la Estrategia y Operativa para optimizar el Valor de la Cartera de cliente

- KPIs: valor económico de la cartera
- Alineada con la estrategia de la compañía

REACH: Crear/Maximizar la visibilidad-alcance del **PRODUCTO-SERVICIO ATRESPLAYER.**

- Dar a conocer el producto y crear interacciones de valor
- KPIs: conocimiento de marca
- Alineado con la estrategia (medio plazo) y táctica (corto plazo) de la compañía

ACT (INTERACT): Generar usuarios **REGISTRADOS** (antes que suscriptores)

- Etapa separada de la conversión, ya conseguir conversiones en otros sitios web y en redes sociales es muy difícil
- KPIs: usuarios registrados, minutos consumidos, actividad, etc.

CONVERT: Conversión a **SUSCRIPTOR.**

- Hacer que la audiencia dé el siguiente paso (suscribir)
- KPIs: conversión a suscriptor, Customer journey de suscripción

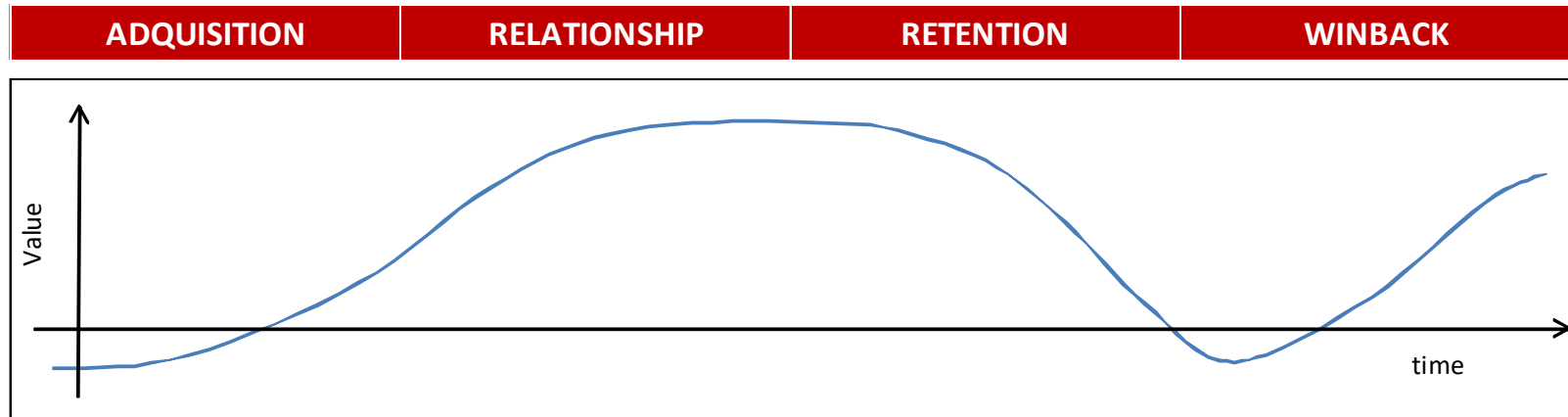
ENGAGE: Mejorar la **EXPERIENCIA** de cliente. Lograr **FIDELIDAD** del cliente.

- Generar lealtad mediante interacciones: comunicaciones, promociones, recomendaciones, etc.
- KPIs: Tenure, compra repetidas satisfacción, (NPS),
- Crítico, medir la actividad, clientes activos, minutos vistos,

CUSTOMER LIFE CYCLE

Actividad analítica a lo largo de la vida del cliente

CUSTOMER LIFECYCLE & ANALYTICS TASKS



Marketing & Customer Value

Marketing Mix Optimization	Segmentation	
Sales optimization (regional)	Marketing Campaigns Optimization	
	Cohort and CLV value analysis	
	Next Best Action	
	Price Optimization	
	Churn	
Credit Scoring	Credit Behavioural Scoring	Credit Scoring
	Collections Scoring	
	Fraud Analysis	
	Network Optimization & Customer Experience	
	Demand Forecasting	
	Work Force Optimization	
	Inventory management and Optimization	

Finance, Credit & Billing

Network

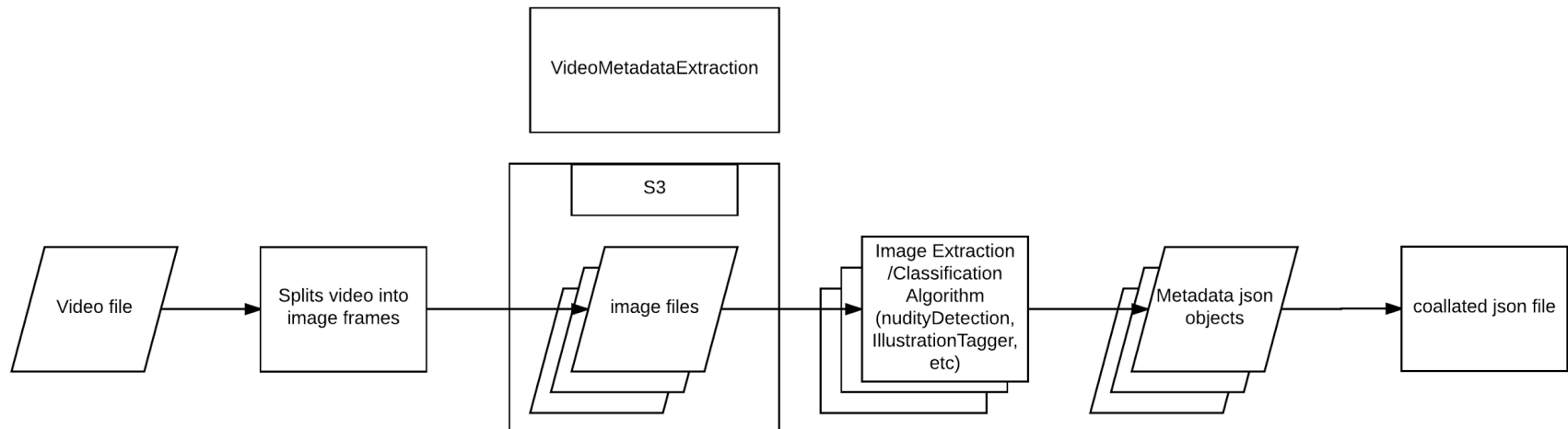
Operations & Call Center



Logistics

5 | AI applications in Media & Ad Industry

Web examples:

- A. AWS: Amazon Rekognition Video
- B. Vilnyx: Content metadata extraction
- C. Expert.ai: Content metadata extraction
- D. Thehive.ai : AI applications to Media
- E. The future: embedded AI



 **Servicios** ▾ **Grupos de recursos** ▾ ★  **des-plataformabigdata-dataanalyst @ a3m-bd-des** ▾ **Irlanda** ▾ **Soporte** ▾

Amazon Rekognition

Custom Labels New

Use Custom Labels

Demos

Object and scene detection

Image moderation

Facial analysis

Celebrity recognition

Face comparison

Text in image

Video Demos

Video analysis

Metrics

Metrics

Additional Resources

[Getting started guide](#)

[Download SDKs](#)

[Developer resources](#)

[Pricing](#)

[FAQ](#)

[Forum](#)

13
All results

2
People


2
Celebrities

9
Objects and activities

0
Moderated labels

☐ Select all

▼ People



► Celebrities

▼ Objects and activities

HumanPeoplePerson

AudienceCrowdSpeech

FurnitureBeardChair


▼ Moderated labels

No moderation labels detected in this video


▼ Download Response


Download response as JSON file

0:00



0:00 / 0:18

 **Comentarios**

 **Español**

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[Política de privacidad](#)

[Términos de uso](#)

Vilynx. Attaching Rich Metadata to your contents.



VIDEO TAGS



SEARCH ALL CONTENT ABOUT

Theresa May

Appears in 1.43% of the entire duration

SOURCE

TIMESTAMP

Audio	00:13	"Theresa May is back in Downing Street, but a parliamentary majority has gone"
Face	01:18	
Face	01:21 (4s)	
Audio	02:48	"Good evening from Downing Street, where Theresa May is trying to construct a"
Audio	03:43	"So Theresa may still prime minister, but there are questions now about the"
Audio	04:23	"Stinging glare, no iron gates nor police protection can shield Theresa May from"
Audio	06:02	"So Theresa May will be back into number ten"

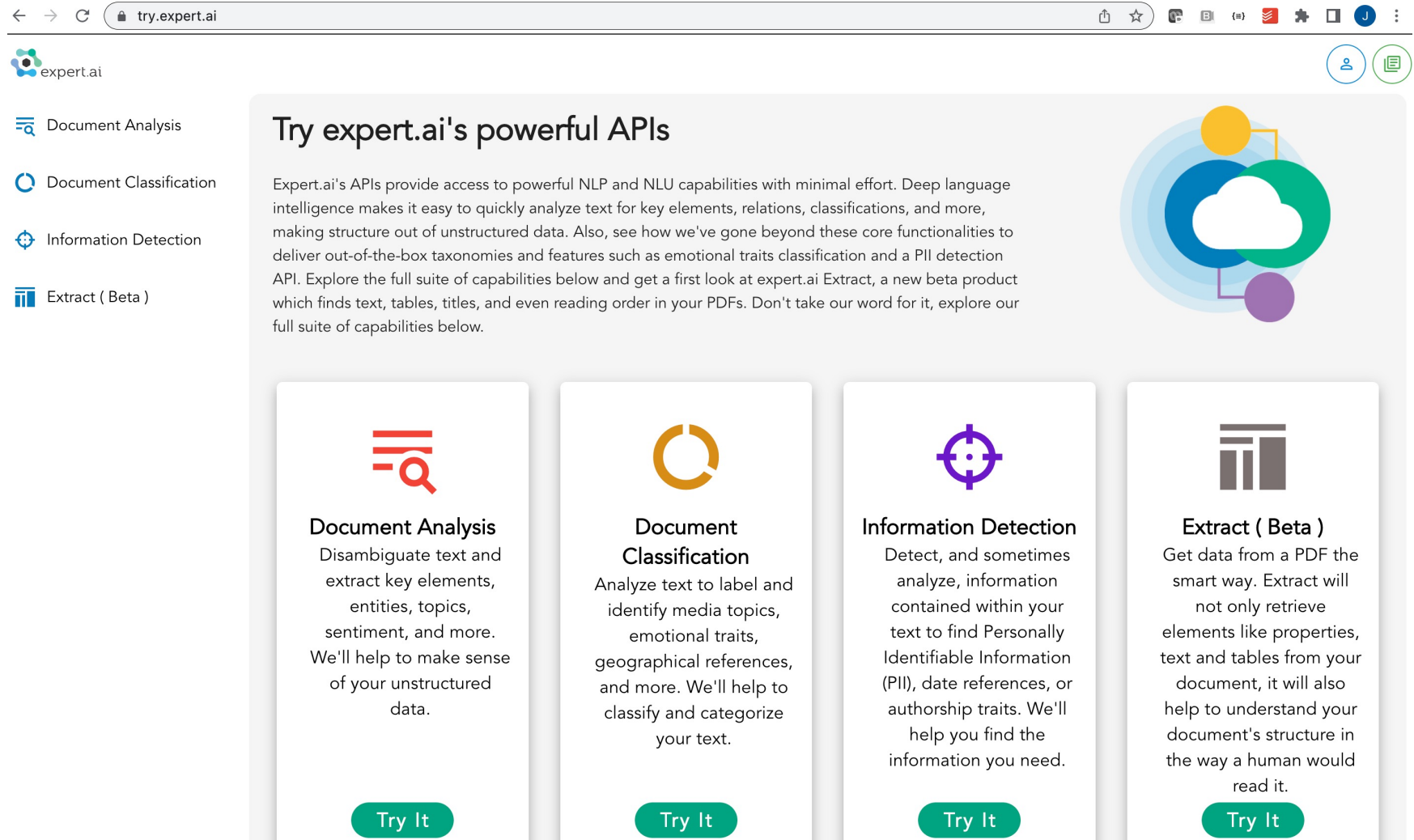
SCROLL TO SEE MORE

PEOPLE



<https://blog.vilynx.com/vilynx-explore-a-new-way-to-explore-your-content-35c9b038da2e>

Expert.ai: Content metadata extraction



The screenshot shows the Expert.ai website interface. At the top, there's a navigation bar with the Expert.ai logo and a list of services: Document Analysis, Document Classification, Information Detection, and Extract (Beta). The main content area is titled 'Try expert.ai's powerful APIs' and features a paragraph describing the company's NLP and NLU capabilities. Below this, there are four cards, each representing a different API service. Each card has a unique icon, a title, a brief description of the service, and a 'Try It' button.

Try expert.ai's powerful APIs

Expert.ai's APIs provide access to powerful NLP and NLU capabilities with minimal effort. Deep language intelligence makes it easy to quickly analyze text for key elements, relations, classifications, and more, making structure out of unstructured data. Also, see how we've gone beyond these core functionalities to deliver out-of-the-box taxonomies and features such as emotional traits classification and a PII detection API. Explore the full suite of capabilities below and get a first look at expert.ai Extract, a new beta product which finds text, tables, titles, and even reading order in your PDFs. Don't take our word for it, explore our full suite of capabilities below.

- Document Analysis**
Disambiguate text and extract key elements, entities, topics, sentiment, and more. We'll help to make sense of your unstructured data.
- Document Classification**
Analyze text to label and identify media topics, emotional traits, geographical references, and more. We'll help to classify and categorize your text.
- Information Detection**
Detect, and sometimes analyze, information contained within your text to find Personally Identifiable Information (PII), date references, or authorship traits. We'll help you find the information you need.
- Extract (Beta)**
Get data from a PDF the smart way. Extract will not only retrieve elements like properties, text and tables from your document, it will also help to understand your document's structure in the way a human would read it.

thehive.ai/demo

VIOLENCE

Identify on-screen violence such as gun shots, explosions, and fights.

0:00 / 0:15

1X

Results

violent_unclear 1.000

0.00 0.02 0.04 0.06 0.08 0.10 0.12 0.14

Probability

1

0

violent_guns 0.95

UPLOAD MEDIA

View Uploads

The interface displays a video player with a scene from a movie. Below the video is a timeline with a probability graph. The graph shows two overlapping areas: a red area labeled 'violent_unclear' and a purple area labeled 'violent_guns'. The 'violent_guns' area peaks at 0.95 probability around the 0:04 mark. The 'Results' panel on the right shows 'violent_unclear' with a probability of 1.000.

- Automatic bidding for digital ads
 - Addressable TV , HBBTV, LovesTV (Spain)
- AI for experimental design
 - Face recognition to identify likes
- Media planning
 - Full attribution data / crossdevice. Identify likes by facial recognition
 - Better planning: media mix budget
- Automatic Content
 - Recognition / extraction
 - Creation: AI is now creating content
- Extreme advertising personalization:
 - Better personalization
 - AI will create actual ads, personalised to you