

PRISA Group Using IBM Analytics to Personalize Programs and Advertising

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MADRID, Sept. 14, 2011 /PRNewswire/ -- PRISA Media Group, the world's largest Spanish language media conglomerate, has selected IBM (NYSE: [IBM](#)) to create a new digital media platform as part of the firm's commitment to technology innovation and digital business development. PRISA will use IBM analytics software and services over a three year period to consolidate, manage and distribute content across all its media platforms, and enhance its ability to provide its consumers with more personalized content in real-time.

(Logo: <http://photos.prnewswire.com/prnh/20090416/IBMLOGO>)

PRISA Media Group operates in 22 countries and reaches more than 50 million consumers through its global brands including Spain's leading newspaper, El Pais, as well as satellite television, radio and book publishing media holdings. The project is part of PRISA Media Group's efforts to improve insights into consumers' content preferences and expand the firm's reach to more than 700 million people worldwide.

IBM's advanced analytics technology will help PRISA quickly monitor and measure the flow of content and the preferences of media consumers. The integration of data will provide a better understanding of the business, assist in developing media products such as advertising and other editorial content focused on customer needs and behavior, and enable the business to identify and create new opportunities for monetization of its assets.

According to Kamal Bherwani, Chief Digital Officer of PRISA Digital, "We chose to work with IBM on this important initiative because of their long experience in the media industry and proven track record with innovation and change. IBM technologies will help PRISA continue its transformation into a 21st century media company that thrives on traditional and new media channels."

"As the media industry continues to undergo major transformation, advances in business analytics are enabling organizations to gain invaluable insights into consumer content preferences," said Michael Rhodin, IBM Senior Vice President. "The ability to more quickly understand consumer sentiment, and even predict future preferences, will help PRISA adapt and customize their media products instantly and improve the overall experience for their audiences."

IBM will deploy its Media Enterprise Framework for the project that relies on advanced analytics technologies to allow PRISA to gain deeper insights into its various business lines, and give the firm the ability to integrate more closely with business partners.

IBM's Business Analytics and Optimization practice has nearly 8,000 consultants including almost 300 researchers and a global network of analytics solution centers, backed by an overall investment of more than \$14 billion in acquisitions since 2005.

The contract was signed in the first quarter of 2011.

About PRISA

PRISA is the world's leading company in the production and distribution of cultural, educational, news and entertainment content in the Spanish and Portuguese language markets, thanks to its multi-channel offer of top quality products. The Group is present in 22 countries, and reaches over 50 million users through its global brands El Pais, 40 Principales, Santillana and Alfaguara. As a leading group in general-interest press, free and pay TV, spoken and music radio, education, and publishing, it is one of the largest media groups in the Spanish speaking market, with an extraordinary range of assets. For more information, visit www.prisa.com.

About IBM

For more information on IBM visit www.ibm.com/media.

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