

The TV Industry & Data Market Map: 2016

geniusdigital
actions from data

How Data Drives TV:

We hear a lot about Big Data for the TV industry, but what does it all mean?

- Pay TV growth is slowing in many markets. In Europe, there will only be 8m new Pay TV homes in the next 6 years (source: ABI Research). Pay TV penetration is already declining in North America
- Subscriber acquisition costs are growing. DirecTV's were \$873 last year, and have grown 4% a year for the last decade (source: NScreen Media)
- The competition has never been more fierce. Netflix was a DVD company 8 years ago. Today, it has over 62 million streaming members (source: Netflix)
- Operators are having to work harder than ever - both to acquire new subscribers and keep the ones they have

That's where we come in

We believe there has never been a better time for Operators to use data to unlock insights that help them grow revenues & profitability

For us, it's a no brainer

- For an Operator with 10m subscribers, using insights from data to cut churn by just 0.2 percentage points would mean an **\$8-10m annual saving**
- That same Operator would **gain \$25m** by using the data to upsell premium services to 2% more of its basic tier customers
- And a 5% reduction in its retention budget would **save that Operator \$8m.** (source: Genius Digital internal calculations)

Data adds up for Operators
Contact us if you would like to know more

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Hello. We're Genius Digital

We're a company with a very simple mission statement – we want to help the TV industry do more with data. And we help some of the world's leading Tier 1 operators do just that. Our customers use return path data to help better understand upsell, more successfully stop churn, and increase ARPU.

Unpicking the TV Data Landscape

a source of confusion from collection to processing to final actions. So we've created this infographic to help you untangle and better understand the data landscape. We hope you enjoy reading it as much as we enjoyed putting it together!

Data driven decision making is a fairly new concept for the TV industry and

