

# Business Intelligence Solution for Media & Entertainment (ME)

ENTERTAINMENT

CABLE & VIDEO

ONLINE

PRINT

ADVERTISING



ENTERPRISE CUBE

Microsoft

## Media Scenario

Emerging new media such as digital formats and online media have lured audiences to migrate, making them powerful competitors for traditional media such as print, radio, TV, yellow pages and even outdoor ads. But not everybody has moved onto the web. Audiences still await morning newspapers, publications, entertainment programs on television etc. But whether you are in Advertising, Broadcasting, Gaming or Publishing, now Digitization will change the way you do business along with growth of new Distribution Channels, rising Operational Costs, need for Innovation, Technology Enhancements, and Industry convergence! New opportunities for unlimited growth and profit have posed significant challenges to business houses to effectively manage surplus data.

## Do you face these challenges?

- Which is my most **profitable** new brand?
- How do I **reuse** my **existing systems** to support business operations?
- What are the **buying patterns** of my customers?
- Which one of my **distribution channels** is most profitable for me?
- What is the **revenue trend** of my business processes in the next quarter?
- What will be the **impact** of a new distribution channel to my **revenue**?
- Which are my **most** and **least** profitable customer segments?
- How can I predict trends in churn in my viewership?
- Which is the most profitable **time slot** for my new programme in the **scheduling grid**?
- How can I effectively **analyze** test **campaign results**?

Squeezing out meaningful information across varied sources of data is a difficult task in itself. Moreover to answer the above questions what MEs need is a simple, cost effective solution that brings disparate information into a single viewpoint.

## What is Business Intelligence

Business Intelligence (BI) is not only a means of converting raw data into intelligent information, the challenge also lies in being able to access the right information at the right time and to be able to transform it into smart decisions. Business Intelligence is a technology that encompasses all your systems and tools that enable you to gain insight into your business. An ME with its business processes based on such intelligent information can disrupt its competitor's moves, strategize a sustainable competitive edge, tap into new customer bases, retain existing customer bases, increase operational efficiencies and be better prepared for the future.

## What BI can do for you?

### Print

- Manage and predict churn in magazine subscription
- Analyze survey results
- Predict revenue trends for next quarter / year
- Find out effectiveness of distribution channel
- Collect and Analyze production related data per stage – from Editing through Distribution
- Predict and guide definitive information for raw materials

### Online Media

- Track online customer behavior pattern
- Web analytics and reports for improving business proposition
- Online peak traffic information
- Most viewed pages/topic
- Analyze customer feedback

### Cable and Video

- Analyses and Charts to help you attract advertisers
- Decide on popular segments based on TRP ratings
- Capture most sought after programme based on advertisers' preference
- Track ad revenue based on programmes aired at different time slots
- Find out impact of competitor's latest addition to your existing channels

### Entertainment (gaming/films/music/casino)

- Provide tools and techniques for customer segmentation to enable you to target growing markets for cross-merchandising
- Provide key stakeholders with relevant, accurate, and actionable data
- Find out profitable customers in a given geography and suggest actions to counter decline in profitability
- Track music that is being downloaded most frequently
- Track region wise sales of media files you've invested in
- Most profitable gaming brand in your portfolio
- Track multiple transactions per game per table/machine

### Advertising

- Measure marketing campaign effectiveness and post-campaign analysis
- Control and help derive optimal strategies for distribution channels
- Compare and analyze the best technique : cost per thousand targeted impressions or flat rates

## Examples of KPIs for your business

### Print

- Process Efficiency by stages
- Environment-friendliness KPIs
- Subscriber to news-stand ratio across geography
- Effective Frequency by Advertiser Type
- CPI/CPM

### Online Media

- AMPV & ARPV - Average Margin & Revenue Per Visit
- Visitors segmented by visit frequency & spend
- Technology-wise counts and revenue
- New visitor return ratio
- Broken request ratio (stream)

### Entertainment (gaming/films/music/casino)

- Segment by time spent
- Bundling insights & predictions
- AMPV, ARPV & LTV
- Count/Revenue by Psychographics
- Surveys & Popularity Chart
- Real Money Sign-up
- Unique Active Player

### Advertising

- CPI/CPM
- Effective Frequency
- Incremental Recall Efficiency
- ROI
- Content-Product correlation

### Cable and Video

- Program-Product correlation for Effectiveness
- Average Margin & Revenue across slots
- Rating across slots
- Share across slots



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