









































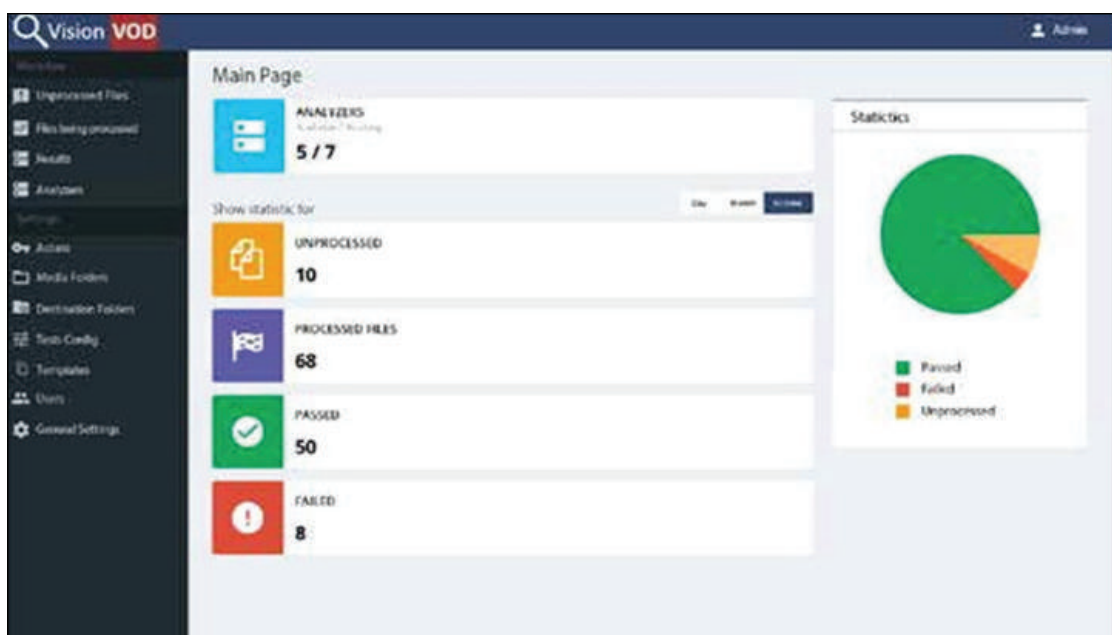
## The Big Data Opportunity intensifies

One role of Big Data will be to enable telling relevant stories, and through those stories tap into the consumer's emotion, intellect and preference. The immersive experience can be used to unearth the consumer's emotional connection to any piece of programming; the sports fan, in particular, is a great example. In a recent study, 80 percent of fans claimed to be second-screening, saying they had accessed content on their mobile device whilst viewing a live event on television. This engagement typically includes participating in online conversations, watching memorable highlights from a game, as well as behind the scenes footage or interviews, and looking up interesting stats about games, teams, and players/athletes – connection and association.

The power of Big Data is the ability to differentiate consumers. While delivering the same content to different consumers, the Big Data application can source different stories for each consumer group. Storytelling in a multiplatform environment was discussed during a panel discussion at NAB 2018 with the WNBA. The WNBA in concert with the athletes has established an enhanced level of the sporting event by exposing the stories within the athlete's lives as part of the experience.

New consumption patterns are intensifying in the digital news world as well. Gen X, Y, and Z consumers are fostering unmet audience needs, particularly as news consumers who are turned off by endless punditry and talking heads. Through Big Data, addressable advertising becomes less intrusive and more relevant to the consumer. This metadata will be key to the success of the targeted ad as it contains all relevant data on the content including the rights.

Better yet, cross-platform cookies are about to emerge. Alysia Borsa, Meredith Corp.'s chief marketing and data officer acknowledges the cross-platform tracking challenge, "I do believe that identity and particularly cross-platform identity is a challenge for publishers relative to the platforms." Cross-channel identification is key to advertising messages to the same user, Borsa says. Among advertisers, she is seeing increased demand for tying web to mobile to shopper marketing.



*Without quality management systems in place, viewers will abandon your content—no matter how good it is.*

## The Big Ad Machine is No Longer to be Feared

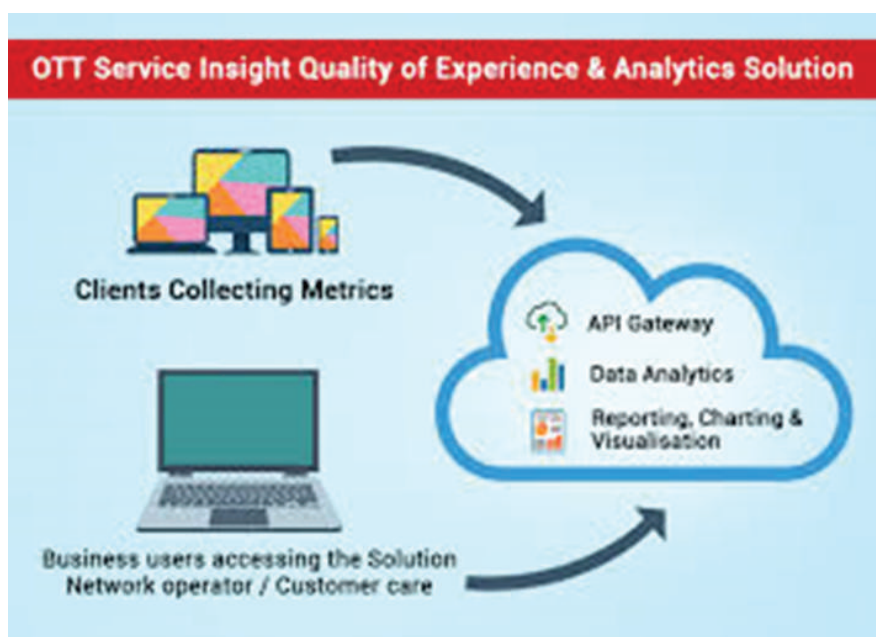
Advertisers and service providers have traditionally struggled with any change to the big ad machine because the current revenues are huge. The combined ad revenue for linear and digital media is over \$150 billion. These companies are not going to risk the foundation without first testing the capability, or based on some significant outside influence they must address. A current outside influence is consumers are expressing increasing weariness towards the levels of advertising they are asked to consume. A change in consumer attitude because of a plethora of unwanted ads will have a significant impact on the ad revenue generated going forward.

Consider also recent consumer sentiment towards linear programming and the overabundance of ads. This is making cord cutting and subscription models on the rise, where 7.9% of pay-TV subscribers age 18-64 years old said they were “extremely likely” to cancel their service in the next 12 months and “I don’t watch enough TV to make it worth it” (29%) and “I can watch the TV shows and movies I like on the Internet,” were the top two reasons for their intent to cord-cut.

Yet the ability to carefully pull the levers of the big ad machine is starting to emerge. Changing ad loads has always been around, but today adequate measures are in place to closely monitor this action. In addition, there is the ability to follow straying eyeballs to alternative outlets as the levers are moved.

Recently, Turner reduced ad-loads in hit shows such as Animal Kingdom and Good Behavior. The company gave 10 minutes back to the storytellers and saw higher commercial viewing, less tune-out, and higher ratings.

In other cases, the programming providers now offer cross-platform inventory. Hulu, for instance, does not plan to sell its live TV inventory on a standalone basis in the near future. It’s selling packages across its ad-supported subscription video and live TV services, the idea being that advertisers are buying TV the way people are used to watching it: sometimes live and sometimes on-demand.



## The Path to the New Era Becomes Clear

### Solve for Identity

What keeps viewers engaged in broadcast events is the liveness or “electricity” of that event, particularly live broadcast. As new consumption patterns matching certain consumer types are implemented, the “electricity” of the event must be maintained in lock-step throughout the consumption pattern. The key to ensuring this electricity is maintaining synchronization with the broadcast automation playout system within the consumption pattern. As a result, the broadcast network or programmer as the provider of that “electric” event may assert and brand their electric identity throughout.

### Define Quality

Broadcast events are typically a mashup of programming elements including live programming, program substitutions, file-based insertions, advertisements, and all based on varying rights management. The key to defining quality throughout the consumer experience is for the transitions to be completely seamless. A standard high-quality broadcast event is seamless because of the frame-accuracy of the production. This frame accuracy must be instituted throughout any type of distribution - part of the consumer’s consumption pattern. A truly seamless experience demonstrates “broadcast quality” throughout and creates the stage for an immersive experience.



### Tell Stories

Big Data is a key resource utilized for the consumer identity and thus fueling the consumption patterns. This intelligence or preference managed data is used to keep the consumer engaged as it caters to the individual persona. The promise of Big Data is to fully engage the consumer’s consumption pattern with desired synchronous story content during and outside a related broadcast programming event. Big Data metadata must subsequently be processed by an appropriate cloud-based platform to assure the metadata will meet each distribution paths’ requirements and to ultimately assure the immersive experience.

## No Need for Tunnels

The promise of an immersive experience is to become a safe harbor for the consumers as the advertisers know extensively about them. Additionally, the richness of the multiple outlets can be leveraged to solicit to the consumer in the manner they have become accustomed. As Big Data becomes more ubiquitous in the industry, addressability will become more refined based on factors like consumer location, current sentiment, and other dynamic elements. Knowing the consumer's consumption pattern will enhance the value of addressable advertising based on the multiple levels applied while the consumer is immersed in a programming event. Gradually transitioning to the immersive mode for the consumer will enable multiple impressions on multiple screens and, in turn, further increase ad value.

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Amitabha has over 20 years of experience in technology and strategic consulting. Both on the technology as well as the digital strategy side, he has run transformation projects with Fortune 100 companies in geographies like US, Canada, UK, and Singapore. Amitabha started his career with IBM Watson Lab and has 5 patents with IBM. Thereafter, he worked for consulting majors like PwC (UK) and EY (US) and has run large BFSI ODCs based out of Singapore and Hong Kong.

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