Teradata Media and Entertainment Data Model

New Channels, New Opportunities

The explosion of multi-platform content distribution opportunities, combined with new and engaging ways for consumers to interact with and share content through social media, have dramatically altered the media and entertainment landscape. These new channels for reaching and engaging audiences bring your business new challenges and opportunities everyday. Media and entertainment companies recognize the need for a comprehensive business intelligence strategy and execution to maintain a competitive, profitable edge. The Teradata® Media and Entertainment Data Model (MEDM) can help your organization meet these challenges.

A Blueprint for Growth

Developed by Teradata, the MEDM is the most comprehensive and extensible industry-specific data model in the marketplace. Leveraging our experience across the media and entertainment industry, the Teradata MEDM provides a blueprint for designing an enterprise data warehouse that reflects the demands of the dynamic content life cycle today.

The MEDM is an integrated, subject-oriented model of key business information that serves as a single source for decision support and analytical environments. It graphically depicts the individual data elements stored in your data warehouse and visually highlights their relation to one another. The results are a clear picture of previously disparate operational data, an enterprise-wide view of the data, and a structure to address your critical business questions from content creation through delivery.

Teradata has worked with some of the most prominent players in your industry—including major studios, broadcasters, and content distributors to support our significant investment in developing and advancing the MEDM from Teradata.

Increased Intelligence. Increased Opportunity.

Companies will thrive not only on creative content, but also on creative intelligence—about consumers and markets, about content and advertising performance, and about social media engagement and reach. With the increased visibility and intelligence the Teradata MEDM provides, you can offer more personalized products, bundles, and advertising, along with increased understanding of your consumers across all channels.

You can track ad delivery mediums, understand delivery location, know the reaction of consumers to your ad, and more effectively target them with ads based on their profile. To achieve market leadership, your entire organization will need to deliver personalized marketing and advertising programs that meet the needs of customers and subscribers, while optimizing the value of partners and channels. By integrating intelligence with your day-to-day business decisions, you can maximize revenue creation potential, reduce the cost of irrelevant advertising, and increase cost per thousand/CPMs and cost per customer/CPCs.

In the latest data model release, Teradata provides robust support for social media, capturing social network interactions through blogs, movement, music and video engagement, wall posts, and more. The new release also adds a set-top box analytics module, alongside enhanced support for IP rights management, title management, and more.

The Teradata MEDM will help you:

- Capture and analyze user engagement across social networks and derive value from social media interactions.
- Identify the user profiles of the best responders for any selected marketing campaign.
- Track the best performing ads by type, page, position on page, time period, display channel, and viewer segment.

- Use detailed set-top box or Web analytics data to understand user behavior within and across channels for improved targeting, bundling, and promotions.

- Understand, by title or group of titles, which territories and rights are available to sell and when. Conversely, for a given territory, know which titles and rights are available.

- Easily access descriptive metadata information about each title, such as multiple synopses, ratings, releases and genre, cast, director, and producer information.

- Track revenue by title, territory, and/or right, historically back to inception of a title for audit purposes related to participation accounting.

- Access previous contract license agreements and their revenue, both fixed amounts and royalties, for analytical purposes to determine current asset value easily.

Addressing these issues and others requires a single, enterprise-wide view of your business. Companies that can effectively manage their corporate information can handle the complexities of globally competitive business environments. Their ability to access timely, accurate, and consistent information gives them a decided competitive advantage. Teradata offers your organization a framework that enables you to analyze product, customer, region, or any other important data attributes.

Build Your Business Value

Data models enable information to be constructed in a way that delivers a single, consistent view of customer activity and facilitates operational efficiency. They help companies:

Strengthen competitive advantage
The Teradata MEDM allows you to effectively answer numerous business questions, giving you increased insight over the competition. Once operational data are loaded onto Teradata Database using the MEDM as the framework, you will have detailed data about your customers, products, services, and partners. It further enables you to understand better how each aspect of your business is performing and how elements of your business relate to each other.

The Teradata MEDM has 118 subject areas and more than 1900 entities that support analytics on industry data such as:

- Advertisement orders and viewing
- Social media interactions
- Subscriptions
- Title versions, performance, exploitation
- Rights (in and out)
- Rights contractual obligations
- Rights financial performance
- Industry externals
- Forecasting and model scores
- Assortment/ category management

- Inventory management
- Promotion management and effectiveness
- Catalog sales
- Content management
- Customer value
- Product purchase behavior
- Vendor management
- Loyalty program support
- Serialized item support (track and trace)

Reduce development costs
This data model provides a cost-effective warehouse development solution. That is because its modular data architecture supports the design and implementation of a physical database one area at a time, allowing a phased implementation strategy. And it lets you design to the specific, unique requirements of your company.

MEDM is business focused with user-friendly terminology that helps bridge the gap between business and IT organizations.

Maximize return on investment
With the MEDM and its proven modeling methodologies as your data architecture foundation, you can easily

TERADATA

add new applications to exploit your data and increase the value of your initial investment. It supports both an iterative and reusable data architecture by providing a roadmap to future phases that are guaranteed to integrate with your initial application implementation.

Why Choose Teradata?

Teradata will guide your data model development and can also help plan and develop applications that will support your business needs. With a long track record helping media and entertainment companies implement successful business solutions, we will work with you to prioritize and translate your business issues and directions into an effective data warehouse strategy that delivers the strongest ROI. Plus, Teradata has a built-in base of industry knowledge, global support services, and world-leading hardware technology—a combination of strengths unmatched in the industry.

For More Information

Teradata helps companies get more value from data than any other company. Our big data analytic solutions, integrated marketing applications, and team of experts can help your company gain a sustainable competitive advantage with data. Teradata helps organizations leverage all their data so they can know more about their customers and business and do more of what's really important. To find out more about the Teradata Media and Entertainment Data Model, contact your Teradata representative, or visit **Teradata.com**.