

Your Audience Has a Lot to Say About Your Success. Are You Listening?

Audiences are voting with their eyes and their fingers. They have more choices than ever on what to watch, where to watch, on what device to watch, and how to respond to what interests them. Each action creates valuable data points that, when integrated and analyzed, enable media and entertainment companies to make better decisions. The analytics can drive value across product development, marketing, sales, distribution, production, licensing, finance, and other business areas.

Whether you're a studio executive, broadcaster, cable network provider, or game developer, understanding your audience is critical. That understanding doesn't come from demographics alone. It requires data and analytics that drive actions.

Turn Insights into Ad Revenue

By leveraging audience insights, the five major English-speaking U.S. broadcast networks sold \$9.1 billion in advertising in 2017. This represents a 4 percent increase over the previous year.

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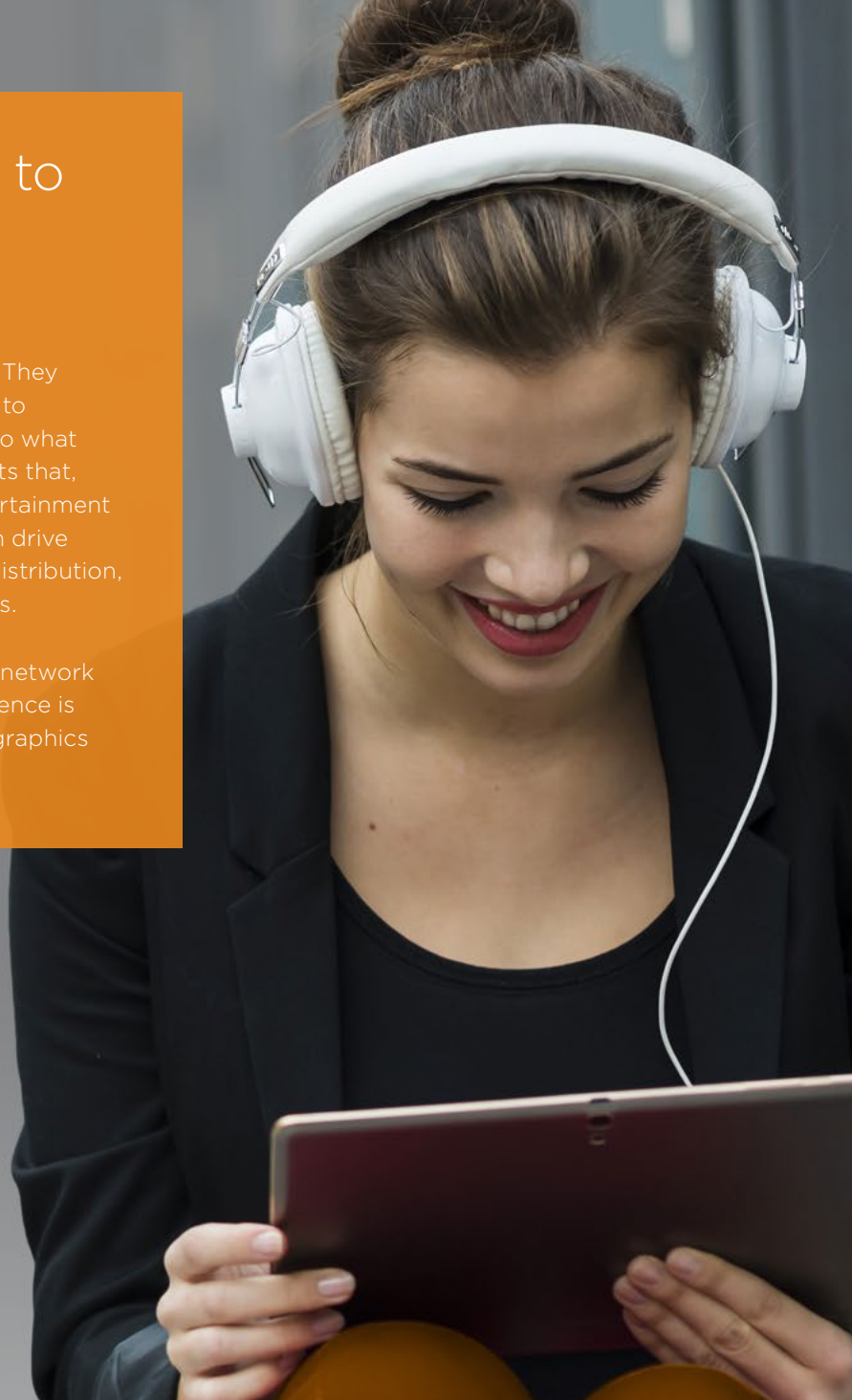
Drive Business Decisions with Customer Data

Audience viewership produces massive amounts of data. Harnessing the combined value of that data—whether from digital apps, web registrations, third-parties, or devices— supports a clear picture of who is viewing specific content, as well as where and when.

Advanced analytics on integrated data helps media and entertainment companies:

- Sell more advertising based on customer preferences.
- Determine the best distribution channels to maximize engagement.
- Negotiate better licensing terms for improved profitability.
- Optimize marketing to target specific audiences.

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Understand Preferences and Meet Consumers' Needs

Media companies and advertisers are looking for new ways to analyze audience engagement and behaviors. Advanced analytic solutions provide those capabilities. They identify which content resonates with which viewer, and what drives value across the entire content chain, from greenlighting projects through distribution.

Teradata offers a scalable platform for multi-source audience data integration and multi-genre advanced analytics. This enables insights into viewer behaviors and preferences. The analytic platform supports:



Cross-Channel Audience Measurement

Measure audiences across devices, timeframes, and geographic regions in near-real time. Gain the ability to track the reach and exposure to marketing messages.



Behavior Detection

Define more channel or game packages, and provide recommendations to subscribers based on preferences. Predict responses to specific creative treatments by customer segment.



Enhanced Customer Profiles

Enrich existing profiles using network, device, and social media data. Leverage behavior, product usage, lifestyle, and social interaction data for customer segmentation.



Revenue and Return on Investment

Determine advertising effectiveness through testing and the ability to separate ad creative from the time, placement, repetition, or age of the ad. Monetize insights to increase sales through more efficient ad placement. Improve ROI by more effectively allocating advertising budgets.

About Teradata

Teradata empowers companies to achieve high-impact business outcomes. Our focus on business solutions for analytics, coupled with our industry leading technology and architecture expertise, can unleash the potential of great companies. Visit Teradata.com.

10000 Innovation Drive, Dayton, OH 45342 Teradata.com

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