



# Using Machine Learning to Transform Creative Talent Management

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## So the old saying goes...

*Your biggest assets (people) leave in the elevator every night.*



# The Entertainment Industry's biggest assets are people



# Industry challenge: matching the right talent, content, audience



Emma Watson



Vin Diesel



Confidential - Maggie Smith



Downton Abbey



Harry Potter



Fast & Furious

Senior (65+ yrs)


Adult (19-65 yrs)

Youth (6-18 yrs)

# Complete, accurate data needed



Talent 360

Last updated: 1 hour ago



Vin Diesel

Social Reach

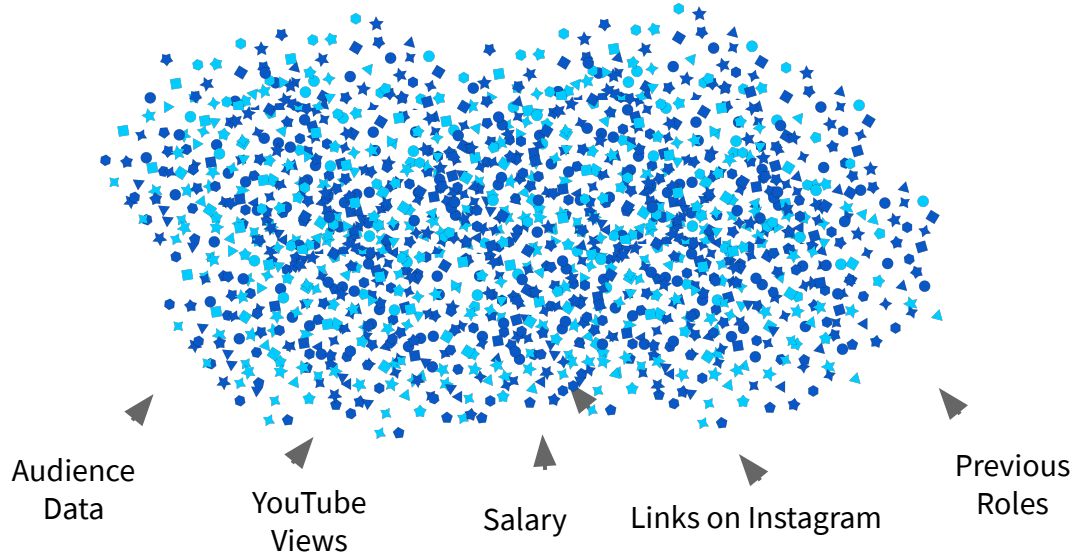


Top Demographics

Work History

Ideal Roles

# No single source has all the answers



Talent footprint spans heterogenous sets of **structured** and **unstructured** data

# Talent data attribution is dirty

*Can you measure a the  
**performance of a series?***



*What's the impact of a  
specific **actor on a series?***



*Can you measure against  
**multiple formats?***

www.rottentomatoes.com › the\_office ▾

[The Office](#) - Rotten Tomatoes

en.wikipedia.org › wiki › The\_Office\_(American\_season... ▾

[The Office](#) (American season 1) - Wikipedia

www.imdb.com › list ▾

[The Office](#): [Season 1](#) Review - IMDb

fairlyprofessional.wordpress.com › 2019/06/21 › sea

[Season In Review: The Office](#) [S1](#) - f

[The Office](#) [TV](#) Review - Common Sense Media

<https://www.common sense media.org> › tv-reviews › the-office ▾

# We now have the tools to solve this problem

## Traditional Approach: Weeks to insight



One-off  
cleanup



80%+ of time  
spent on prep



Purely rules /  
human-driven



High maintenance  
costs



Low analytic  
productivity

## New Approach: Minutes to insight



Data as an  
asset



Prep done upstream;  
< 20% of analytic time



Machine augments  
human



Sustainable,  
repeatable



Enable data-driven  
culture





**CAA creates limitless opportunities for the storytellers, trendsetters, icons, and thought leaders who shape popular culture.**

Tamr enables CAA to provide 1000+ agents with curated data about talent & content to match the best talent with the best opportunities.



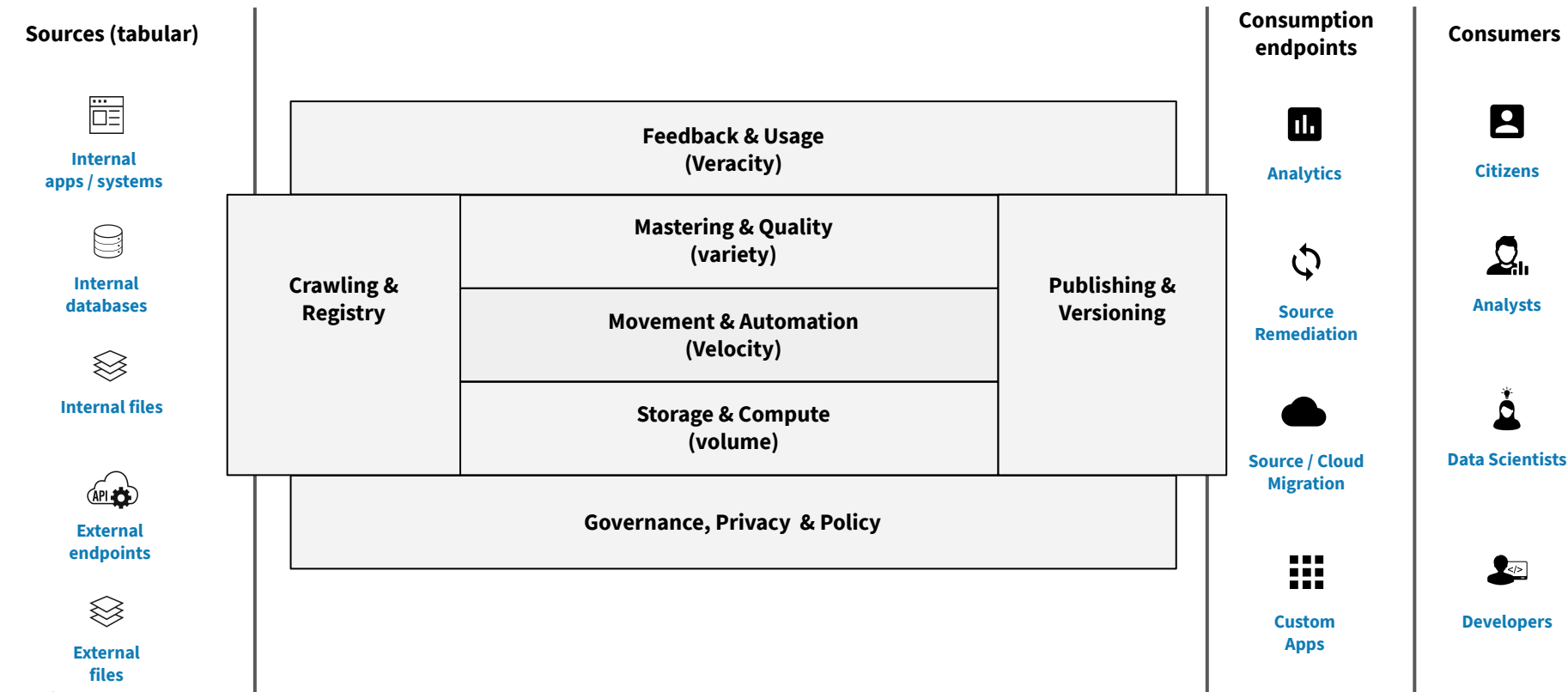
“Using Tamr, time to insight at CAA has been significantly reduced from 2 weeks to 2 seconds. Imagine 1000 agents empowered by easy access to all this information to quickly identify opportunities and demonstrate our clients are the best”



**André Vargas**

Executive - Data Innovation

# New ecosystem emerging to optimize for agility

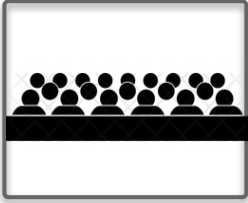


# Result: Insights that keep pace with the industry



## **Identify new potential clients...**

...by understanding every agent's "sweet spot"



## **Market the right content to the right person...**

...by understanding consumer-level interests



## **Level the negotiation playing field...**

...by understanding exactly what every client & title is worth

WEBINAR

# From Lonely Data to Connected Data: A Hollywood Love Story

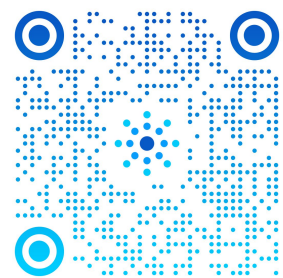


**Eric Iverson**

Former CIO and CTO, Creative Artists Agency &  
Former CIO, Sony Pictures Television



Register today!



# Thank you.

Contact me with additional questions after the webinar:  
[matthew.holzapfel@tamr.com](mailto:matthew.holzapfel@tamr.com)

Register today!

