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
- Maggie Smith
- Downton Abbey
- Harry Potter
- Fast & Furious
- Senior (65+ yrs)
- Adult (19-65 yrs)
- Youth (6-18 yrs)
Complete, accurate data needed
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_1)

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 - 1

The Office TV Review - Common Sense Media

https://www.commonsensemedia.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

80%+ of time spent on prep

Purely rules / human-driven

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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

Sources (tabular)

- Internal databases
- Internal apps / systems
- Internal files
- External endpoints
- External files

Feedback & Usage (Veracity)

Crawling & Registry

Mastering & Quality (variety)

Movement & Automation (Velocity)

Storage & Compute (volume)

Publishing & Versioning

Governance, Privacy & Policy

Consumption endpoints

- Analytics
- Source Remediation
- Source / Cloud Migration
- Custom Apps

Consumers

- Citizens
- Analysts
- Data Scientists
- Developers
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:
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Register today!