

M+E

JOURNAL

It's Showtime!

Innovation explodes across every workflow as technology emerges from the pandemic.



Where are you in this accelerated evolution?

DIVERSITY & INCLUSION

In the office, behind the camera, and on the screen, diversity is crucial

SECURITY

Remote productions create new security concerns, with assets under siege

SMART CONTENT

Artificial intelligence and machine learning are being applied in new, exciting ways

NEW WORKFLOWS

The cloud is delivering on its promise, powering the future of productions

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UTILIZING MODERN ANALYTICS TO DRIVE STREAMING SERVICES REVENUE



How MicroStrategy empowers data-driven M&E organizations

ABSTRACT: As the media and entertainment industry transitions to a streaming-first model, the use of modern analytics has emerged as a key strategy to driving revenue. Publishers and content producers are now armed with data, not only to better understand their customers, but to deliver a better product.

By Jim Whelehan, Senior Account Executive, MicroStrategy

Whether you're an established streaming provider, or a start-up looking to go over the top, there's only one data analytics platform that can deliver the myriad of features and capabilities your streaming service now requires. And given the recent headlines it's been generating with its treasury strategy (it was the first public company to adopt Bitcoin as its primary treasury reserve asset), it shouldn't surprise you to learn who it is.

MicroStrategy is the proven data solution for streaming services organizations. The company has a rich history of pioneering solutions in enterprise intelligence, and it is uniquely positioned to help streaming services organizations optimize and grow their business.

In February, at our annual MicroStrategy World user conference, the keynote address featured a unique solution from Disney-ABC Television. The media giant uses

the MicroStrategy platform to deliver its "newsroom of the future." To ensure its media consumers are receiving the most relevant and compelling content, Disney-ABC Television recognized that agile newsrooms need both accurate, real-time data, as well as historical data, to serve as a benchmark. Its solution merged historical and real-time media consumption data to create actionable insights using MicroStrategy reports and dossiers.

The Disney-ABC use case is one application of how MicroStrategy empowers data-driven organizations in this industry. Here's how it can help transform your streaming service:

■ **Break down siloes and use all of your data.** MicroStrategy is able to harness the full power of enterprise data because of an open architecture that embraces data of all forms. With more than 200 native connectors, and a robust set of APIs and SDKs, streaming organizations can easily access multiple data sources such as customer engagement records, social media feeds, and Nielsen data.

IN THE ENTERTAINMENT INDUSTRY, success was once defined as \$1 billion for a theatrical release. That's changed. New metrics are emerging that will transform the industry, and the ability to accurately analyze and visualize data is a cornerstone in today's streaming world.

■ **Deliver 360-degree views of user behavior.** In the entertainment industry, success was once defined as \$1 billion in theatrical release — but that's now changed. New metrics are emerging that will transform the industry, and the ability to accurately analyze and visualize data is a cornerstone in a streaming world. Minutes streamed, click counts, user journey, and device preferences are what matters now. Having ready access to new streams of data, and the ability to leverage predictive analytics is critical to thriving in the streaming wars of 2021.

Armed with audience insights, organizations learn how their users view content across platforms, devices, apps, and locations. MicroStrategy's Enterprise Semantic Graph ensures that your organization gets the trusted analytics you need on viewing habits, allowing you to optimize subscription management, revenue channels, and new content acquisition.

■ **Harness insights to ensure continuity.** Armed with engagement insights, organizations can quickly identify, understand, and resolve issues before they hit the broader audience. MicroStrategy's predictive analytics provides the diagnostic capability as well as the alerting system to ensure a rapid response from key personnel.

Speed kills — so work 10 times faster than the competition. The ability to analyze high volumes of real-time, streaming data requires an enterprise platform that's built to scale. MicroStrategy was architected for this precise ability, able to effectively deliver big data analytics on billions of rows of data.

■ **Empower your people with (trusted) data discovery.** Streaming services have changed how users acquire information and consume entertainment. Your organization deserves a solution that's equally agile. Give your analysts an intuitive user interface, unique collaboration capabilities, and drag-and-drop functionality so that they can quickly build and deploy reports and dossiers to run a better business. And know that the conclusions they reach are based on trusted data because everyone across the organization operates using a single version of the truth.

■ **Optimize opportunities for licensing.** Does your data show that paying high licensing fees for content is worth it? Learn where investments can be optimized — and harness the power of advanced analytics and AI to present the right content, to the right audience, at the right time.

■ **Trust the platform with a proven track record.** MicroStrategy already works with one of the industry's largest streaming providers, helping it better understand user behavior on its media platform. With the granular ability to better understand their customers, this leading streaming organization is positioned for growth: capable of exploring emerging trends and delivering value-added recommendations for advertisers.

■ **Make your team hyperintelligent.** In 2019, MicroStrategy released a new product that fundamentally transformed an organization's ability to be insights-driven. Hyperintelligence seamlessly delivers answers, insights, and one-click actions in the websites, business applications, and devices people already use every day to do their job.

Hyperintelligence presents the opportunity to address countless use cases in the media and entertainment industry, as it ensures that, 1. Everyone across the enterprise has access to a single source of the truth, and 2. Everyone can access this information simply by hovering over underlined words in the systems and applications they work in. Whether it's real-time information on specific projects, products, people, locations, or properties, hyperintelligence is the proven enterprise-grade solution that's now available in a SaaS offering. ■



Jim Whelehan is the media and entertainment sales leader for MicroStrategy. He has been responsible for managing this vertical for the last 15 years and has helped clients with many of their business intelligence, predictive analytics, mobility and big data challenges.
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Transform Your Media Enterprise In Zero Clicks.

Introducing Hyperintelligence™

- Smarter Analytics
- Rapid Decisions
- Intuitive Applications
- Modernize Websites
- Increase Productivity
- Prescriptive Analytics

The image displays three overlapping mobile application screens. The leftmost screen, titled 'Sarah Thomas', shows a 'Client Overview' with investment style 'Aggression', assets of \$2.14M, cash flow of \$88,850, and a rate of return of 5.73%. It also lists portfolio performance for Stocks (9.70%), Funds (5.30%), Bonds (-2.27%), and Cash (1.13%). The middle screen, titled 'Alfred Meier', shows a '1-Claim Report' for a Volkswagen Golf with a deductible of 250 Euro and a customer satisfaction of 95%. The rightmost screen, titled 'Ceramic Brake Pads', shows pricing information with a list price of \$35 and MSRP of \$47, and sales forecasting with a quarterly target of \$422,150.00 and projected revenue of \$14,775,250.