A Data Driven Solution for Media Analytics using IBM Cloud

NEW YORK, NY (April 13, 2015) – Today, RSG Media announced its Cross Platform, Big Data Solutions based on IBM Bluemix for Media & Entertainment companies at the National Association of Broadcasters Show in Las Vegas. The new solutions will deliver unique performance insights to cable and broadcast networks.

RSG Media is one of the industry's first software providers to leverage IBM's digital innovation platform for IBM Cloud for performance analytics on networks' media use. The transition to Bluemix allows for the mass collection and analysis of structured and unstructured data sets from all linear, on demand and digital media platforms. This includes networks' revenues & costs, content rights, programming schedules, promotional placements, advertisements, social media activity, and a plethora of other industry data sources including EIDR (Entertainment Identifier Registry), Nielsen and SNL Kagan to name a few. This has enabled networks to optimize media planning and return on investment from all platforms including their use of programming, promos, and advertising.

The open standards platform for IBM Cloud is used to rapidly build, deploy and manage cognitive applications and services. It is a key milestone in IBM's shift towards data-driven products. IBM has invested over $24 billion to date in big data and analytics. And in the last two years has acquired SoftLayer, a hosting and cloud computing provider, and Cloudant, a NoSQL database-as-a-service company to reinforce its cloud portfolio.

At the core of the Bluemix platform are three essential components that enable RSG Media to aggregate and analyze big data sets; Dataworks, dashDB and Cloudant. Dataworks is a set of cloud-based data refinery services that shapes, cleanses, matches and secures cloud-based and on premise data. dashDB is a cloud-based data warehousing and analytics service. Cloudant is a NoSQL database-as-a-service that enables applications to scale and remain available over global cloud-based data delivery networks.

Mukesh Sehgal, President and CEO of RSG Media, remarked, "The tremendous growth of data is redefining today's competitive advantage. With IBM Cloud, we can leverage a modern and complete cloud-based data analytics portfolio, which allows us to accelerate our delivery of products and services for analytically savvy media companies. With less time and money spent on IT pains, we can direct our focus on our strategic imperative to provide innovate ways to maximize revenues for media companies' content and advertising inventories."

About RSG Media

Founded in 1985, RSG Media started as a custom development house that built specialized enterprise software for media companies. Our deep industry expertise and dedication to quality soon attracted the attention of some of the biggest brands in the business. In 2001, RSG expanded a solution developed for NBC to create RightsLogic, a media business rights management system. Today, RightsLogic is the industry's gold standard for rights management across content owners and distributors, gaming companies, IP licensors, and sports leagues. In 2007, RSG released its AdVant yield optimization suite that allows media companies to maximize revenues while minimizing risk. Plan*it*, which optimizes the advertising planning process, debuted the following year. RSG products are available on-premise and as software-as-a-service (SaaS) hosted services. The company also continues to offer both strategic and tactical consulting services. RSG Media is Headquartered in New York, RSG Media has offices in India (Gurgaon and Jasola), and London.