

RSG Media's launch of Big Knowledge is an indication that data science is becoming valuable for media companies

Ovum view

Summary

One primary objective of today's media enterprise is to build robust multi-screen audience engagement. Today's consumer wants to view content on multiple platforms, fueling the need for a personalized experience. As content acquisition costs increase and consumers actively pursue cheaper avenues, media enterprises are being pushed towards exploring new monetization models. Therefore, as the consumer-focused approach becomes the pivotal go-to-market strategy, there is a rapid shift towards using data science to gain actionable insights. These challenges paved the way for RSG Media to launch its Big Knowledge Platform for media analytics in September 2015. Ovum believes that Big Knowledge lies at the epicenter of structured and unstructured data, driving unique insights across multi-screen engagement while accelerating profitability.

Big Knowledge's robust multi-screen audience insights yield higher operational margins

Media enterprises manage three core data inventories – content, advertising, and promo. Today's audiences expect personalized content, contextual advertising, and customized pricing models across multiple platforms, which drives the need for a centralized data hub to encompass these inventories. The pivotal challenge lies in collaboration between the fragmented structured and unstructured audience behavior metadata. RSG Media's Big Knowledge platform not only uses data from in-house applications but is also tightly integrated with third-party data partners (i.e. Epix, Freewheel, Omniture, Netflix, Rovi, Nielsen, Comscore, Apple, Amazon, and YouTube).

As media enterprises are pushed towards offering individual audience-centric services, advanced and sophisticated data analytics platforms offer unprecedented value such as:

- Scanning multi-platform viewership pattern and behavior
- Monitoring and analyzing social media buzz to develop a strong social-influencer-based ecosystem and engagement
- Optimizing broadcast scheduling and operations to generate audience uplift and scale TV ratings
- Creating personalized and dynamic pricing models for non-linear platforms (VOD, OTT) to improve premium content ROI
- Building highly customized ad campaigns to generate greater CPMs
- Converting a non-audience pool into a recurring revenue stream through hyper-targeted viewership segmentation.

Therefore, as audience-centric data becomes ever more valuable for media enterprises, data-science supported analytics such as RSG Media's Big Knowledge platform will play a pivotal role in accelerating new monetization opportunities, personalizing the consumer experience, and improving operational margins.

Appendix

Further reading

Monetizing Multi-platform Rights: Creating Opportunities in a Fragmented Online Video Market,

IT0006-000254 (April 2015)

On the Radar: RSG Media, IT0006-000270 (September 2015)

“Global broadcasters need to learn from underperforming rights and royalties deployments”

IT006-000241 (December 2013)

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We hope that this analysis will help you make informed and imaginative business decisions. If you have further requirements, Ovum’s consulting team may be able to help you. For more information about Ovum’s consulting capabilities, please contact us directly at consulting@ovum.com.

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