



# revelation

## big data for media

insight, intelligence, intimacy

Your business technologists. Powering progress

# Atos

We used to talk about “mass media”. Maybe that needs to change. There is one thing that is going to underpin sustainable success for every media company from now on – and that is the ability to know and act on the tastes and preferences of your individual customers in real-time. In media, this is where Big Data comes to life.



1127	27		
2328	8		
4336	56	19	8175
5414	14	20	1834
6587	87	21	1956
7623	23	22	2013
8520	467	23	2136
9346	13	24	2223
1075	46	25	44520
114	56	26	2346
128	32	27	9135
1321	21	28	2434
1456	56	29	

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# Multiple markets - Shared opportunities

Media has always spanned a diverse and specialized range of activities. Some of the giants of the media industry embrace more or less everything - other players retain a more specialized focus. But whether you are primarily involved in broadcast, publishing, advertising or new media, current digital turbulence presents massive opportunities - and Big Data Analytics now becomes the foundation of future success.

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Media companies of every kind have the chance to develop personalized relationships with their clients which until now have been unimaginable. And it is this focus on the personal experience which spreads outwards to create new opportunities in every area of your business. You can now:

1. Understand how, where and when people are enjoying your services
2. Reveal exactly who is accessing which content
3. Open new channels for personal interaction and profitable dialogue
4. Extend influence far beyond existing geographies and target audiences
5. Aggregate individual data for insight and intelligence across your media landscape

These five capabilities all combine to build deeper loyalties, expanded relationships and new revenue streams.

But to take advantage of these opportunities you need new means to collect and analyze data and new means to turn the results of that analysis into clear and actionable intelligence.

For the Atos business technologists - this is what makes Big Data Analytics in media so exciting.

## What are you looking for?

In discussions with our media clients, these objectives appear with increasing frequency - and all lead directly to your Big Data strategy.

### Broadcasters - TV and radio

- ▶ Deliver a winning audience experience, creating durable brand value
- ▶ Attract and sustain both audience and third party revenues
- ▶ Counter the loss of traditional viewing and listening to "flick and click" audience behavior

### Publishers

- ▶ Manage digital and paper side-by-side to best effect
- ▶ Make pay walls pay and rethink advertising
- ▶ Build brand and protect quality

### Production companies and content owners

- ▶ Generate long-term earnings from the back catalogue
- ▶ Protect rights and expand profitable usage

### Advertising companies

- ▶ Ensure that spend delivers the greatest return
- ▶ Send booking, placement and earning into real-time

### Pure new media players

- ▶ Create services that audiences and third parties will pay for
- ▶ Conceive and implement differentiating "internet only" products and services

## The real-time difference

Media companies have always led the way in audience research - and that experience positions you perfectly to take the next step into Big Data Analytics. But the new world is not the same as the old:

### Old

- ▶ Limited samples - usually regional
- ▶ After the event - data not current
- ▶ Labor intensive - high degree of manual processing

### New

- ▶ Comprehensive - every click can count
- ▶ Real-time - know what is happening as it happens
- ▶ Highly industrialized and automated - keeping people focused on value

The rapid and pervasive growth of social networking has a particularly strong impact on media companies' approach to data analytics. For both broadcast and print players, your editorial position remains central to reputation and enduring value. You do need, however, to turn the latest social network trends into relevant and profitable action.

The challenge is to capitalize on the unplanned and spontaneous outside mainstream current affairs and financial news - whether it's being the first to pick up on a new dance craze or to share local business ideas on the global stage. Social Media and Big Data will be inseparable from now on.

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# New World - New Analytics

As publishers and program makers, you trust your instincts. Media success owes much to the fact that you know what makes a hit. But that gut instinct cannot take you to the level of success you deserve in the new digital data landscape. You need some science too - you need to combine hard-earned experience with empirical evidence.

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Old world analytics were fine for old world media - for a world in which newspapers arrived with the morning post, TV news was broadcast twice a day, and schedules were set months in advance. But old time analytics do not work in a world:

- ▶ In which audiences flip between hundreds or thousands of sources
- ▶ People use fixed and mobile devices, sometimes on their own, and sometimes with friends or family
- ▶ Where conversations about a great sporting event or concert happen not the next day round the water cooler, but instantly around the world through social media

**The good news for every media company, is that the key to this new world of digital analytics is engineered into the tools, technologies and processes you are already putting into place - you just need to fire up the engine and listen to the clicks.**

And the even better news is that Atos, with its outstanding depth of media-specific business technology experience, is offering practical Big Data discovery initiatives right now.

## Why talk Big Data with Atos?

Big Data has not come from nowhere. It will significantly impact decision-making, business development, audience analytics, partnership and monetization - but as a natural and logical extension of much that you are already doing:

**You already do audience analytics - mainly statistical or based on the final balance of sales.**

- ▶ You are now going to increase scope and scale and switch to real-time.
- ▶ You can now profile your customers using both enriched internal CRM data and public data from on-line content delivery platforms and social networks.
- ▶ Your customer can now take center stage in real-time, data-driven reporting.

**You already track media asset usage - too often you have to wait days or weeks for evidence-based understanding of how consumers perceive content.**

- ▶ You are now going to turn passive tracking to proactive push.
- ▶ Real-time data mining and analytics are going to reveal shades of customer taste - allowing you to tailor content dynamically.
- ▶ You will also boost the quality of decision-making and planning for content creation and provisioning.

**You already manage distribution data - but can struggle to reap the value of potential new business partnership models.**

- ▶ You are now going to extend your active partnership network.
- ▶ Data assets associated with contents and customers are not only valuable to you.
- ▶ Many new and traditional partners are eager to benefit from your data assets too. These include content owners, advertising agencies and consumer brands. Your customers will also be active members and beneficiaries of these extended partnerships.

**You already study earnings and monetization - but cannot always capitalize on immediate and often transient opportunity.**

- ▶ You are now going to fine tune to exploit opportunity as it happens.
- ▶ You can use real-time content consumption data to boost loyalty and to optimize marketing promotions.
- ▶ By monitoring and dynamically adjusting advertising and marketing campaigns, you will protect and extend new advertising revenues.

**You are already considering payroll publishing options - but perhaps there is a new and more profitable model ahead.**

- ▶ Media companies can achieve real intimacy with their audiences, both through geography and subject specialization.
- ▶ From this position, it is a logical and legitimate step to becoming an eCommerce interface between their customers and third party vendors.
- ▶ Such a step would also provide an alternative and expanding revenue stream to simply selling content via a paywall.



As business technologists with a deep and demonstrable experience of media, we are ready to help you envision and act on all these far-reaching business changes.



# Building on achievement

Big Data now features on the agenda right across the Atos media-specific portfolio. Here are just a few examples of how this increased emphasis on analytics and data management has now become part of Atos' business discussions with media clients.

## Media Asset Management

Ideally, every media asset you own will contribute recurring value. Meta-tagging becomes the digital DNA of your media assets. When we help our media clients establish effective Enterprise Data Architectures, we now need to ask what the usage history of every asset reveals about future potential value.

**Big Data Impact** ▶ Aggregating the usage data of single assets will reveal patterns of value across entire media types and themes.

## Resource Scheduling

Extensive networks of freelancers and specialist sub-contractors collaborate with a media company's own employees in a complex and constantly shifting ecosystem. With the impact of globalization and the thirst for 24/7 content, resource scheduling cannot be managed with a phone and a spreadsheet anymore.

**Big Data Impact** ▶ Our media clients need clear and actionable intelligence to be an integral element of their resource scheduling toolsets, and this demands effective presentation of both historical and real-time resource data.

## Interactive TV

Our interactive multi-screen TV technologies enable broadcasters to deliver an enriched TV entertainment experience and value-added features to any device, tablet PC or smartphone - at any time, in any format, at home and on the move.

**Big Data Impact** ▶ Our clients need to track and analyze every click - both to recommend content and to automate delivery according to personal preference. In parallel, you will reveal the trends and patterns which guide future investment and development.

## New Media Online Video

People increasingly enjoy video online. They use the full range of connected devices including internet TVs, set-top-boxes, tablets, smartphones and games consoles. The platform must do more than deliver services and track transactions. Connection and interaction through social networks is now an essential part of the mix too.

**Big Data Impact** ▶ This explosion in usage should be a gold mine for media companies. But to capitalize on the opportunity, you must be able to process huge volumes of real-time data, extract the intelligence needed for monetization and do so while complying fully with privacy regulation.

## User Generated Content

When every smart-phone user has a mini-video production studio in their pocket, the nature of video use and expectation changes. No media company can afford to ignore user-generated content, and increasingly, we also see it becoming an integral part of day-to-day business communications across public and private sectors.

**Big Data Impact** ▶ User generated content raises complex questions of rights, regulation and payment too. Both media companies and non-media enterprises need to track the momentum of this new content across their own and third party channels.

## New Media in Sport

Sports entertainment has been a clear candidate for new media enhancement from the start. Sports fans want to share opinions and compare performances - and as an activity with an underlying obsession with statistics, every fact is recorded for cross-reference. It's global too, with sports teams and equipment makers amongst the world's best known brands.

**Big Data Impact** ▶ Fans can never get enough facts - and as interactive services break down the divide between gaming and watching, data volumes explode. But Big Data is not just about the fans' experience - rights management, for example, becomes massively articulated with new media in sport.

# What if ...

Big Data has a clear and immediate impact in many different business sectors. Atos is keen to help clients from different sectors share ideas and experiences. For our media clients, Big Data initiatives in other sectors can be a great source of new ideas, and naturally point to new opportunities for cross-sector collaboration.

Learnings are not always directly transferable - but that doesn't matter. What counts, is the willingness and ability to ask, "What if ...".

Here are a few tasters from current Atos Big Data initiatives ...

What	What if ...
<p>For the London 2012 Olympics, Atos designed a single data feed for the news agencies, websites, intranet and Commentator Information System, streamlining the process and delivering a more sustainable solution.</p>	<p>... you were able to exploit live information for major events across multiple channels for maximum audience choice. Could this approach change, for example, the way you cover political, economic or cultural events?</p>
<p>Atos now offers Data Analytics as a Service. This cloud-based utility lets organizations plug in for specific analytic tasks, paying only for what they require.</p>	<p>... you used this "as-a-service" approach to trial different analytics scenarios? Using data sets from your existing research teams - see what can be revealed with zero capital investment.</p>
<p>We are one of eleven specialist contributors to Europe's first EC Big Data forum - with special focus on data acquisition, analysis and enrichment.</p>	<p>... you explored this expert output for potential adoption, or even joined us as members of the dedicated media forum.</p>
<p>Working in partnership with clients from multiple sectors, Atos is exploring the opportunities and implications of sharing data in Personal Data Economy initiatives.</p>	<p>... you considered the mutual benefits of working with companies in other industries to maximize the value of the personal data you hold according to regulatory limits.</p>
<p>Our smart metering initiatives with electricity companies will handle live data flows from millions of domestic and commercial customer to reveal usage patterns and allow local tuning.</p>	<p>... you substituted meters for media devices or even set-top boxes and applied exactly the same principles.</p>
<p>With our new Now Banking solutions, Atos makes it possible for customers to access a single, consolidated view of their finances from any device at any time.</p>	<p>... you made it possible for your customers to split the experience of what they watched, read and contributed to from the devices they used to do it.</p>



# You are invited ...



We offer a program of Big Data discovery initiatives especially for our media clients. The strategic promise of Big Data in media deserves special attention. Our data analytics and media specialists have combined resources and we are eager to invite our media clients to join us.

As participants, you will have direct access to the full range of Atos expertise and experience in Information Management and Analytics. Our business technologists will begin by working with you to create your own vision for Big Data, asking how the advanced analysis of real-time and historical information can:

- ▶ Contribute directly to the quality, intimacy and profitability of customer service
- ▶ Reveal the usage patterns around which you can design new services with confidence
- ▶ Augment the value of collaboration with partners from within and beyond your sector

With Atos you will make your path by walking. We will set up explorations and proofs-of-concept very early during your discovery program. Taking advantage, for example, of our analytics-as-a-service capabilities, there is no reason why your enterprise should not be sharing new and differentiating business insight in weeks not months.

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# About Atos

Atos SE (Societas Europaea) is an international information technology services company with annual 2012 revenue of EUR 8.8 billion and 76,400 employees in 47 countries. Serving a global client base, it delivers Hi-Tech Transactional Services, Consulting & Technology Services, Systems Integration and Managed Services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail & Services; Public sector, Healthcare & Transports; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic and Paralympic Games and is quoted on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid.

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