

Delivering what the audience wants

Cloud-based audience research platform provides better insights and increases agility

Region: North America

Industry: Media and entertainment

Tech details:

AWS (ECS Fargate)

Node.js

Angular 7

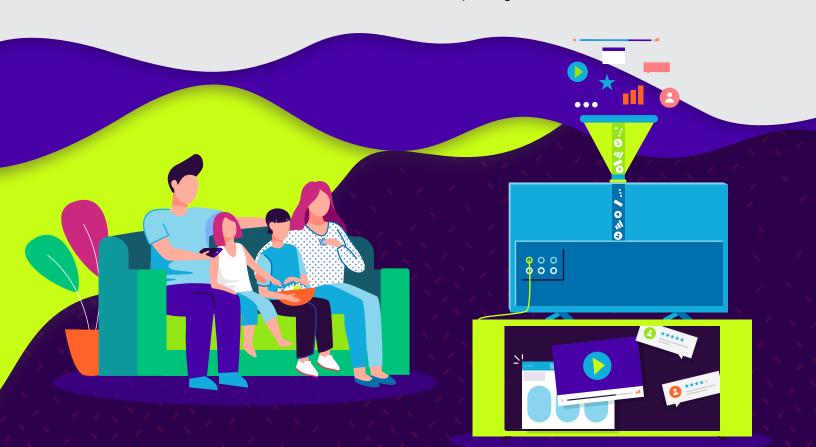
🌼 Docker

Teradata

Snowflake

Business need:

- Business had limited minute-by-minute visibility on video content performance and required a visualization tool to summarize its audience-research analysis. This analysis is critical for high-profile events such as the Olympics, general elections, and other live events to make key decisions on how to gain and retain audiences
- Analyses were based on de-centralized, teamspecific assessments involving extensive manual intervention and processes. A side-by-side comparison tool was required but not available
- Critical need for competitive insights through keyword search of video content based on closed-captioning data



Solution:

- Moved to a serverless, cloud-native environment in AWS leveraging 15-factor design principles to build micro services for auto scaling, fault tolerance, and futureproofing
- Provided a unified, highly versatile research platform allowing side-by-side comparison of full-length video content and minute-by-minute impression data
- Provided a highly industrialized, scalable, extensible, and manageable platform for the broadcaster

Results:

- Application is a huge success because the comparison of video and viewership is possible at the minute level
 - Insights are valuable for senior leadership, including the CEO, particularly during major live events to help support strategic decisions
- New functionality surfaces full-length programming, provides closed-caption search, and emphasizes in-depth analysis of viewership and segment data for 200-plus business users
- Total cost of ownership reduced through cloudbased, serverless technologies

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Note: current conversion is €1 to \$1.09 (4/1/20)

