

A photograph of a man with short, light-colored hair, seen from the back and side, sitting on a grey couch. He is wearing a teal button-down shirt and holding a black remote control. In the background, another person is partially visible, pointing towards a large television screen. The room is dimly lit, with a lamp on a side table and a coffee table in front of the couch holding a yellow bucket of popcorn and a pair of headphones. The overall atmosphere is cozy and relaxed.

# BOOSTING CONTENT-MONETIZATION OPPORTUNITIES

IN A FRACTURED  
**MEDIA MARKET**





# AI-powered strategies for increasing revenues with precision audience targeting

Picture this: A popular movie is playing in theaters. During the pre-show, the audience is offered the opportunity to download the movie's app, which lets them enter a virtual world with their favorite characters and stitch themselves into clips they can share on Tik Tok or Instagram. At home, streaming-service subscribers who attended the in-person show receive recommendations for similar titles featuring actors from the film, so fans can immerse themselves in the prior works of their favorite personalities and preferred storylines. Ads running in content streams promote merchandise or in-person experiences on the same theme. It's a goldmine of content opportunities for companies that know how to harness the right data, content, and platforms. And it's a huge opportunity for content monetization that extends well beyond a media company's initial release.

For the media industry, content has always been king. And today there are more content choices than ever. As delivery mechanisms have proliferated and distribution channels evolved, content continues to be in high demand from audiences of all demographics. But the audience experience has evolved in recent years, driven by the proliferation of personal devices, an explosion of channels, and pandemic-fueled habits that have remained in place well beyond lockdowns. While in-person screenings have returned post-pandemic, audience consumption patterns have forever changed.

The thirst for video has dramatically increased, and options for streaming services have too, with the average American now subscribing to **four streaming services**, and consuming video via social streams such as Tik Tok and Instagram Reels.

All these channels have altered the media landscape, fracturing audience share and advertising spend, and making it more challenging than ever for media companies to extract maximum value from their content. And as streaming services have begun to hit a plateau as the subscription model wanes, media companies are turning to a more data-driven approach to forecast content-monetization strategies that will pay off over the long-term. What we're seeing is a rise in data-driven strategies with AI at their core.



## A BETTER WAY TO MONETIZE: MORE PRECISE TARGETING

While there are more avenues than ever for monetizing content, large media companies have favored subscription-based models including video on demand (SVOD), advertising-based video on demand (AVOD), or transaction-based video on demand (TVOD), in which customers pay for a single download or a rental.

But some of these models are shifting as subscriptions wane and advertising becomes more precisely targeted, leading to greater opportunities for growth in the AVOD model. By asking viewers to register for a free advertising-supported streaming service, media companies are able to access and unlock customer data that can be used to augment audience intelligence metrics and targeting strategies.

Enterprise content creators have the opportunity to re-examine their libraries, delivery platforms, and audience needs to craft custom, data-driven strategies to best serve their viewers. For example, a movie company with a theatrical-release-first approach could explore continued monetization through an AVOD model, in addition to product spin-offs.

With more data about users' location, demography, psychography, interests, devices, buying behaviors, and intentions, collected via registration or by cookies on their devices, advertisers can better understand behavioral patterns and apply targeted promotions as a key component of their monetization strategies.

---

## MEETING THE RIGHT TARGET

Enterprise organizations that understand exactly what their customers want – and what they'll spend money on – are winning the race to content monetization. But to do that, they require solutions that use highly granular customer segmentation and machine learning (ML) to improve prescriptive campaign models.

Regardless of which revenue model is used, assurance in meeting the right target has been greatly improved thanks to AI/ML models that can extract customer data and insights and convert them into precise targets for advertising and sales. And the growing popularity of digital and mobile platforms is providing the ability to track customer behavior more closely to deliver targeted advertising in a more cost-effective way.

**AI-driven consumer intelligence platforms** can capture viewership patterns at the segment level, revealing exactly which components of the content are creating real appeal and generating true audience captivation.

**SVOD platforms** capture viewer behavior data by way of a continuous learning model that evolves as it aggregates the data set. Personalization is one of the key features of this platform, as the system learns what scenes and characters the viewer prefers, and can serve up related content suggestions, pulling content categorized by viewing patterns and meta data.

**AVOD platforms** capture device data, which can lead to ad attribution, which ties the purchase of a product to an ad and allows the media company to provide advanced insights and attributions, thus increasing the value of the service.

For example, an AVOD platform may identify a user who is interested in purchasing an automobile based on the searches they've done on their device. By geotargeting ads and location-tracking devices, media companies know if a user has visited a dealership and registered for a vehicle, allowing platform owners to attribute a product purchase directly to the ad and increase the potential for monetization.

In today's fragmented media environment, it's more important than ever for media companies to understand exactly what content their audiences want – and will pay for – and how best to target them with ads, in order to monetize, and remonetize, their content libraries. Segmented data allows for this – and is poised to take the throne in the game of content monetization.





## About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided every day by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 360,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering, and platforms. The Group reported in 2022 global revenues of €22 billion (about \$23 billion USD at 2022 average rate).

Get the Future You Want | [www.capgemini.com](https://www.capgemini.com)

### For more details, contact:

**Moizzur Rahman**  
Media & entertainment  
business unit head  
[moizzur.rahman@capgemini.com](mailto:moizzur.rahman@capgemini.com)

**Daniel Pattappa**  
Media & entertainment  
solutions expert  
[yogesh.pattappa@capgemini.com](mailto:yogesh.pattappa@capgemini.com)

The information contained herein is provided for general informational purposes only and does not create a professional or advisory relationship. It is provided without warranty or assurance of any kind.

Copyright © 2023 Capgemini. All rights reserved.