

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, team-specific 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 cloud-based, serverless technologies

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

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