HARNESSING THE VALUE OF VIDEO ANALYTICS

EVOLVING MARKET DYNAMICS

The changing landscape of consumer video consumption presents new challenges and opportunities for Multichannel Video Programming Distributors (MVPDs). The growing digitization of video content and advertising delivery holds the promise of making the collection, aggregation and analysis of data on consumer viewing habits more insightful and impactful.

Video Analytics covers a wide range of activities across customer profiling, viewer micro-segmentation, acquisition and retention strategies, pricing and packaging, marketing and ad revenue optimization, content cost management, and the like. This affords an efficient data-driven analysis of a customer's fragmented media profile and provides opportunities for MVPDs to offer an optimized customer experience.

MVPD CHALLENGES

At many MVPDs, the harvesting and analysis of available audience data is still in its formative stages. The digitization of content delivery, combined with the revolution in big data and analytics can power new and objective measures of audience engagement. This will help MVPDs respond to changing customer, partner and competitive behavior, addressing questions such as:

- How are customer viewing habits changing with the prevalence of cross platform viewing options?
- How can I measure audience cross platform to more effectively sell local advertising?
- How does actual viewing compare with 3rd party ratings measures?
- How do viewing habits vary depending on video bundles?

- How important are DVR and on-demand relative to linear viewing and cross platform options?
- What viewing platform features are most important to drive customer engagement?
- How do I provide the right content packages and bundles given changing viewing habits?
- How can I use actual audience measurement to understand the value of my content relationships?
- How can I better manage the service experience through proactive viewing platform monitoring?

OUR SOLUTION

Cartesian's Strategic Analytics Solution offers service providers a comprehensive platform for video analytics. Our Product Management Module leverages multi platform viewing data to drive customer value as an integrated offering. The solution helps MVPDs understand viewer behavior, create micro-segmentation models, identify upsell and cross-sell opportunities, understand churn propensity, and optimize delivery services leading to higher customer satisfaction. This provides operators with an end-to-end portfolio view of customer profiles and preferences and helps design of efficient business and revenue models.

CARTESIAN DIFFERENTIATION

Our strategic analytics teams operate as extensions of your marketing, advertising and product teams to ensure standard reporting and ad hoc analytics meet near term and long-term business objectives. Whether supporting marketing spend optimization or assessing churn drivers in select segments, video analytics drives operational improvements and evolution of go-to-market strategies. Like all of our strategic analytics solutions, by delivering both the team and the technology, we help operators to accelerate growth and reduce operating costs through ROI-positive analytics that pays for itself.

For more information, contact
strategicanalytics@cartesian.com