



# Case Study: Leading DTH Operator

## *Introduction*

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One of the leading Pay TV Operator wanted to understand the customer sentiment and target the right audience with the right offer at the right time. With access to vast and various data sources, operator was striving to build closer relationships with their customers at a level where they can finally understand them as individuals. Corpus big data and predictive analytics capabilities will allow them to analyze customer and behavioral data – simultaneously – to create detailed, highly personalized customer profiles.

To get there, operator wanted to take full advantage of next-generation audience insights platforms that enable a specific set of use cases to drive new capabilities and business value.

- ✓ Daily Volume: 2 million active subscriber generates more than 200 million viewing and behavioral log daily
- ✓ To analyze massive amount of data. Data at rest, data in motion, linear and non-linear viewing data, subscription data, demographic and third party data; and of course, social media data.
- ✓ Collection: Logs to be collected from subscribers based in 52 countries
- ✓ Real time predictive analytics: Daily recommendation for Video on demand service specific to each customer

## *Requirement*

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- ❖ Identify the viewing behaviors of more than 2 million active subscribers spread across 52 countries
- ❖ Better Packaging and Pricing targeted at each geography and each customer type
- ❖ Optimizing the content catalogue, as each service consume hefty carriage cost on satellite platform
- ❖ Increase revenue share from on demand content and VAS services
- ❖ Multi-Platform Viewing: Quickly measure TV show's performance (or the performance of similarly delivered content) across linear and digital platforms.
- ❖ Audience Composition & Indexing: Identify specific audience segments or audience attributes across different TV shows.
- ❖ Audience Engagement & Targeting: This is key to identify existing fans, target new prospects, and analyze engagement across TV shows.
- ❖ Social Sentiment Analysis: Analyze social conversations to understand audience sentiment across TV shows.
- ❖ Social Sentiment Trending & Correlation: Analyze and correlate social trends to TV show performance (views, ratings, etc.)
- ❖ Social Media Indexing and Visualization: Explore (browse, search) extracted social media postings about TV shows.

- ❖ Analyzing large data sets, that consists of a viewing logs and menu navigation patterns for interest level identification. Cross reference of new interest pattern with old data and start pushing right recommendation for Video on demand and VAS services
- ❖ Develop models to predict buying propensity
- ❖ Influence Buying Decisions
- ❖ Reduced Customer Churn Rate
- ❖ Finally, create prospect lists that are based on predictive models to produce targeted marketing campaigns that deliver the right message to the right person at the right time for the right price.

M&E companies that are committed to delivering smarter offerings, use all of the available data across a consolidated platform. That means, Big Data Analytics is required to unify and utilize advanced data warehouses, streams processing, predictive analytics, data visualization tools and multi-channel marketing campaign management.

### *Solution*

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- ✓ Implemented Hadoop and MangoDB
- ✓ Country specific data storage cluster created based on Hadoop architecture
- ✓ Centralized data warehousing system based on MangoDB

Benefits:

- ✓ This new type of integrated insight allows them to:
- ✓ Recommendation Engine - Recommend content in real-time
- ✓ Identify and deliver targeted offers
- ✓ Dramatically improve campaign performance
- ✓ Develop content to satisfy and delight audiences.
- ✓ Identified the unpopular content and replaced with newer content
- ✓ Achieved Revenue increase through Package upgrades, higher Video on demand sales and VAS subscription

#### **About Corpus:**

Corpus Software is one of the faster growing IT solution and services company focused on Digital Media Entertainment, Embedded technology and Business Analytics with offices and partners across Americas, Europe, APAC, Middle east & Africa. We work with clients in most emerging technology, that's where we make their business strong and bring in real difference in the way peer operates. A diverse workplace with continues focused towards developing unique ideas and contributions to make our clients business grow, and to keep the momentum going.

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