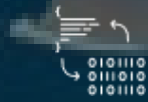


# AUTOMATED FORECASTING OF TV AUDIENCE



Improve  
**Programming  
Strategy**



Target  
**Right  
Audience**



Analyze the  
**Impact &  
ROI**



Offer/design of  
**Custom  
Products**

## The Client

One of the top media services company

## Industry

Media

## Overview

Besides measuring and forecasting television viewership, our client also monitors advertising expenditure. It is important for businesses to know the future audience of a show as precisely as possible to optimize the placement of an ad.

## Business Challenge

A leading media research company has massive TV program consumption information from heterogeneous sources of data.

## Our Approach:

Leverage analytics to generate insights around TV consumption patterns. Parameters included:

- Program characteristics
- Program performance
- Promotional support
- Audience engagement
- Social/on-line behavior

## Outcomes

- ✓ Team empowerment for better descriptive analytics.
- ✓ Handholding development of next-gen dashboards on existing databases.
- ✓ Predictive and prescriptive analytics.