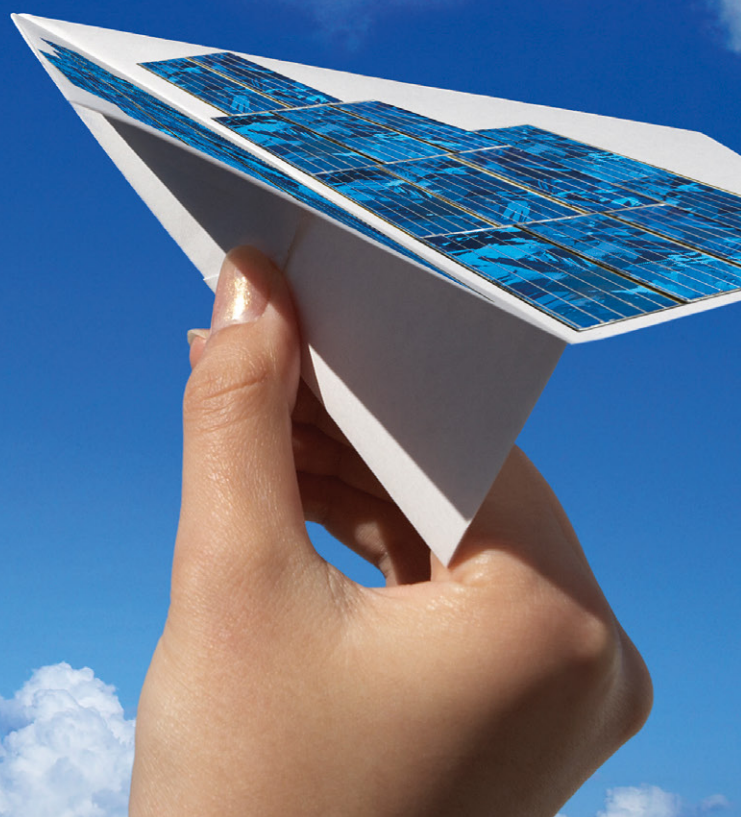


High performance. Delivered.

Digital Minds Summit 2014 Wrap-up Report





MIPTV's Digital Minds Summit

Overview

With the rise of digitization, established media enterprises have amassed terabytes of information on their expansive customer bases. This digital treasure trove, already highly valued as a way to help meet the evolving needs of customers and spot trends, can help companies create new products and services, and perhaps even spawn entirely new businesses. Moreover, a significant number of consumer-facing organizations have natural advantages in this area; for them, leveraging Big Data represents a particularly lucrative opportunity.

The Digital Minds Summit is MIPTV's closed-door educational executive think tank. This year, 60 digital media VIPs were brought together to discuss data, its abundance and how it has become a gold mine of information in this digital age. This prevalent resource is commonly referred to as Big Data.

Big Data is disruptive. The technology is disruptive. And, both greatly impact the media industry. The volume of data collected by companies has grown exponentially, stressing companies' infrastructures to the breaking point. Big Data offers the opportunity to address these challenges. Though media companies are well aware of Big Data and its usefulness, they still struggle with 'how' to best exploit it.



The participating digital media decision makers were pooled from broadcasting, distribution and production companies as well as from digital strategists, a new wave of online content creators and technology companies. They were paired with established entertainment industry executives from around the world to work together to identify industry Big Data opportunities, needs and uses during various roundtable discussions.

As the 2014 Digital Minds Summit partner, Accenture is pleased to share our Digital Minds Summit findings in the following wrap-up report. We hope you benefit from its contents.

Why Big Data is Important and How it Drives Change

"50% of consumption of media will be on demand, which will lead to a new economic paradigm. We're moving from mass media to precision media – from a few markets of millions of viewers, to millions of markets with a few viewers. The challenge is to stand out among the increasing levels of noise."

Eric Scherer, Director of Future Media, France Télévisions

Big Data provides media companies the means to:

- Measure consumers perception of a brand by identifying what people are saying
- Aid in marketing strategies by determining content effectiveness and influences
- Pinpoint where and how revenue is generated by making 'fuzzy' connections with social media and disparate data sources; create new sources of revenue

- Assess operational efficiency; in turn, detect, address and sometimes avoid issues
- Improve the customer experience by using Big Data in real-time
- Drive 'successful' innovation and decision making

An Accenture study conducted across 23 markets revealed that the digital consumers are not completely unaware of content's value nor are they opposed to paying for it.

Furthermore, 70% of respondents went as far as to say that they were willing to share personal data in exchange for more personalized services.

The question posed today is no longer whether Big Data should be exploited, but how. Media companies have to take many factors into consideration to ensure they adopt the right strategy.

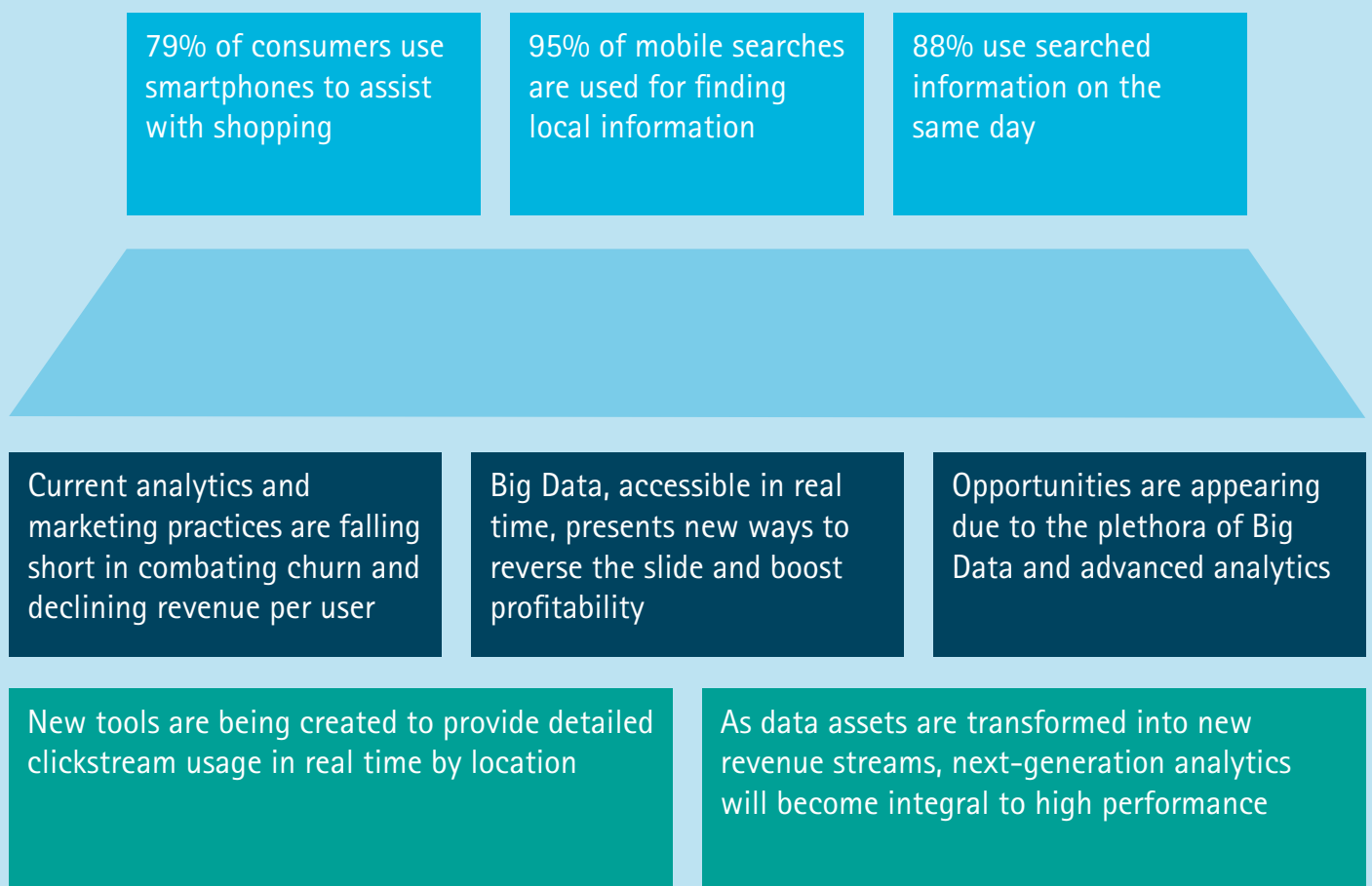
Figure 1: The Social Media Measurement Compass (Source: Altimeter Group)



The Rise of Big Data

Instead of focusing on structuring data for storage media companies can focus on mobilizing data for analysis. The serial approach to mobilizing new data sources, often found in traditional data analytics, is no longer needed since new data sources can be immediately ingested. Furthermore Big Data allows for continuous data discovery instead of episodic analytics. Pre-defined reports and dashboards are a thing of the past thanks to agile, self-service data viewing.

Figure 2: The Rise of Big Data



Making Big Data Work for You

"If you use data in the proper context, the data can influence decision making in the right direction."

Susan Atlinger, Analyst, The Altimeter Group

The million dollar question discussed at all the roundtables was "How can my organization extract value from Big Data?"

Participants agreed that the first step was to recognize that the industry was at the initial stage of this mega trend, and even the most advanced players are only scratching the surface of its potential. Therefore, today's issues are what Big Data use cases and levers can be actioned?

Today's applications are dominated by consumer related and financial data. As historical consumers of raw and statistical data, operational groups such as Finance and Marketing were the first to exploit Big Data, equipping themselves with necessary tools to extract valuable insights. This gave way to the proliferation of marketing use cases such as content recommendation and churn reduction.

"A good way to get value from heterogeneous and loosely controlled information throughout the whole organization is to forget about the data! – and look at old problems with new eyes"

Digital Minds Summit Participant

Figure 3: A few Big Data players in TV

Programmatic Advertizing	Liverails
	Adap.tv
	Brightroll
	Teads
	Rocketfuel
Ads Performance	Tvty
	Tivo Research and Analytics
	Realytics
Engagement Measurement	Seevibes
	Twitter
	Civolution
	Radian6

What unique data do you own? What unique data could you own? Which brands should be buying their media not from you but via you?"

Scott Button, CEO, Unruly

Big Data is not only considered disruptive because of unprecedented volume of information involved, but mostly for its diverse sources and unstructured form. Information is now readily available to the masses and uncontrolled by companies.

Organizing and orchestrating the "digital fire hose" require new skills, blending business acumen, statistical capabilities and technology literacy. This especially holds true in the content industry, where curation is core to business. Data can help executives make informed decisions.

Though, participants agreed that statistical models should not mute creativity. Media companies should test new concepts to promote "out of the box thinking."

Identify what missing information could enable better performance, where it should come from (i.e. inside or outside the company). Companies should progressively test and try out new concepts on specific issues. Tailor analytics to find the right balance between hunch and cold data to identify and validate the winning use case before scaling it.

Isolated raw data has no more value than it had before, whatever the amounts – the value resides in correlations which can now be made between scattered information sources in order to answer specific questions. Context is king!

Other relevant readings from the Digital Minds Summit's knowledge partner

[Accenture Pulse of Media](#)

[The Future of Broadcasting, issue III, Strategy Delivers](#)

[Global Consumer Pulse Research](#)



About Accenture

Accenture is one of the world's leading organizations providing management consulting, technology and outsourcing services, with approximately 289,000 employees; offices and operations in more than 200 cities in 56 countries; and net revenues of \$28.6 billion for fiscal 2013. Its four growth platforms—Accenture Strategy, Accenture Digital, Accenture Technology, Accenture Operations—are the innovation engines through which we build world-class skills and capabilities; develop knowledge capital; and create, acquire and manage key assets central to the development of integrated services and solutions for our clients. Its home page is www.accenture.com.

About MIPTV and the Digital Minds Summit

Founded in 1963, MIPTV is the world's TV market and creative forum for content on every screen. Every year, it brings professionals from the global TV and online content industry to Cannes, France, for four days of exhibition, conferences, screenings and networking. It is a key market for buying and selling content and early-stage content development. The Digital Minds Summit constitutes a special program exploring tech and creative approaches with the community re-inventing the content experience within MIPTV.
www.miptv.com

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