



ACCENTURE VIDEO ANALYTICS

POWER YOUR
DATA-DRIVEN
LEAP AHEAD



It's a world of data, and analytics are a fundamental building block for a video business. A surge of new content. Hunger for personalization. A need to be predictive. New advertising opportunities.

Clear, real time views on your audience behavior and operations can help you to make confident business decisions for your back-end processes, marketing, and content strategies.

Accenture video analytics is a powerful analytics platform that can help you to exploit all of these new opportunities. Transform a legacy business as the market moves, engage your users with personalized offerings, and monetize every single touchpoint.

ACCENTURE VIDEO ANALYTICS

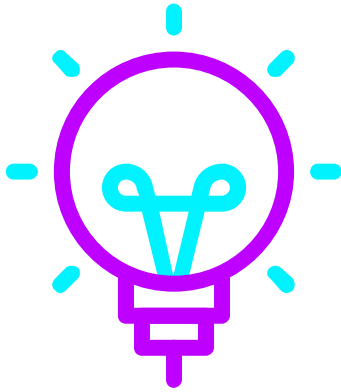
Accenture Video Analytics (AVA) is a ready to use, open software platform that converts data into insights, helping companies to understand what viewers want—and pivot rapidly to meet their needs.

AVA powers cross-functional, data-driven video services and strategic decision making, for a flexible video business that exploits data to advance with agility in a “succeed or fail fast and move on” culture.

AVA can help you to enable an integrated analytics strategy and continually refine digital content and business services—content strategy, digital advertising, marketing and operations—to drive your user experience, build consumer engagement, increase loyalty, open new sources of monetization, and meet the challenges of the digital age.

BE A DATA-DRIVEN VIDEO BUSINESS

AVA is built with innovative, powerful technology to help you become a fully data-driven video company.



INNOVATION

Measure your innovation success through business KPI performance

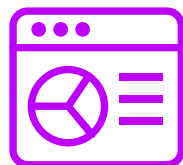
Our analytics and data-driven capabilities can help you to foresee future trends and make strategic decisions on innovation. Detailed insight into how your video service is being used enhances clarity on which new features, functionalities, experiences and devices could best exploit and expand your customer base, with speed of analysis reducing your time to opportunity.



HYPER-PERSONALIZATION

Create bespoke user experiences in real time for every user segment

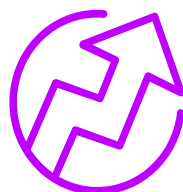
AVA delves into your user experience to provide clarity on what your customers are watching and how they interact with content and adverts, measuring their habits, preferences and engagement time on an individual basis. These highly granular insights enable you to hyper-personalize the user experience in real time and use a test and learn approach to assess engagement.



ACTIONABLE ANALYTICS

Target the right users with the right product at the ideal time

The AVA dashboard provides actionable insights that can be used to drive strategic decision-making and marketing, such as inbound and outbound campaigns, Next Best Actions, unified marketing, and advertising. Helping you to target the right users with the right content at the ideal time, and optimize your marketing efforts.



CONTENT PERFORMANCE

Improve monetization through a simplified content discovery journey

See how your content is performing with built-in analytics reports and capabilities that reveal how specific content impacts specific user segments. Boost your content performance and play rates with our machine-learning algorithms, enhanced content recommendation technology, and predictive analytics that enable you to tailor content search results for different users.

CAPTURE EVERY DETAIL OF YOUR VIDEO BUSINESS WITH CRYSTAL CLEAR INSIGHTS

Assess your entire service with a clear, bird's-eye view over your platform. Choose from a rich suite of off-the-shelf batch or real time reports that provide detailed insights into more than 120 KPIs over multiple reporting areas, or create your own reports on a full range of business functions through our self-reporting capabilities, and use the metrics that mean the most to you.

Our ready-to-go reports and analytics include:



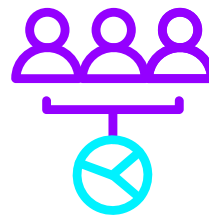
VIEWERSHIP ANALYTICS

- **Increase** consumer video content consumption by predicting actions to change behavior
- **Drive** scale to support segmentation and support monetization strategies



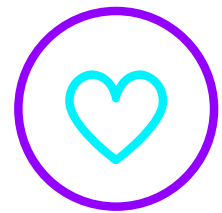
RETENTION ANALYTICS

- **Reduce** churn by identifying viewer behavior and predicting viewing patterns that correlate to drop offs/churn
- **Identify** segmentation and marketing actions required



CONSUMER EXPERIENCE ANALYTICS

- **Predict** optimizations to consumer experience e.g. content discovery, imagery, personalisation to drive viewership, customer contact actions



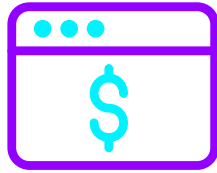
QUALITY OF EXPERIENCE

- **Predict** action required to maintain acceptable QoE by consumer segment
- **Target** optimization of networks and address device issues to manage costs and reduce churn



AD INVENTORY ANALYTICS

- **Forecast** the capacity and availability of advertising inventories for both targeted and non-targeted advertising
- **Provide** analytics to support day-to-day monitoring and troubleshooting of data-driven advertising operations



CONTENT PRICING AND BUNDLING

- **Predict** channel packaging strategies by simulating the customer segment and financial impact of adjusting cable packages
- **Drive** marketing actions and pricing and bundling strategies to optimize performance



TARGETED ADVERTISING

- **Targeted** advertising with deterministic segments for cross-channel devices (web, apps, set-top boxes)
- **Audience** extension using advanced “look-alike” of deterministic segments to allow targeted advertising, content recommendations, personalisation and marketing campaigns



UNIFIED MARKETING

- **Hyper-personalize** the user experience and optimize KPIs with real time decision management and analytics
- **Deploy** personalized user messages at optimum times with multi-channel interaction management
- **Manage** user communications and experiences leveraging predictive, adaptive, real time analytics



CONTENT OPTIMIZATION

- **Provide** insights to support content commissioning and acquisition
- **Optimize** hit rates, overall content performance and ROI
- **Predict** commissioning and acquisition attributes that drive success rates

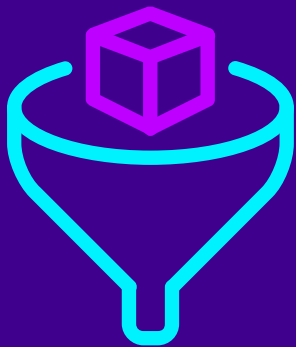


CHANNEL PERFORMANCE OPTIMIZATION

- **Provide** insights into overall channel performance to support carriage agreement negotiations
- **Measure** the relative profitability of content bundles to determine optimal package line-up by customer segments

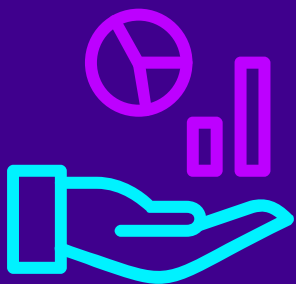
Plug Accenture Video Marketing and Monetization Services into the AVA platform and enhance the power of your marketing campaigns with a suite of INSIGHT-driven capabilities that can help you to create and deploy strategic advertising and maximize monetization from assets, content and user interactions.

HOW WE DO IT



The Accenture Video Analytics SDK

collects user data from both the user interface and server-side components, providing granular details on every customer journey, from authentication to content discovery and video playback.



Our Data Quality Program

certifies that complete, relevant and quantitative data is collected for every KPI. Our system ensures that the data is of a high standard and that all data sources pertaining to that specific KPI have been utilized effectively.

AN ANALYTICS PLATFORM THAT PROVIDES A BIRD'S EYE VIEW

Accenture Video Analytics is a core and extensible data management platform. Its comprehensive capabilities include data collection and fueling data-driven decisions across every dimension of a video business. AVA provides deep insight into user behavior for enhanced understanding of what viewers want – so you can pivot rapidly to meet their needs.

1. DATA INTEGRATION

Collect business and operational data from multiple sources through a Data Integration Framework and store it in a big data platform.

2. DATA DISCOVERY

Conduct personalized data analysis or choose from a selection of pre-defined analytics metrics that leverage on a broad set of KPIs.

3. SEGMENTATION

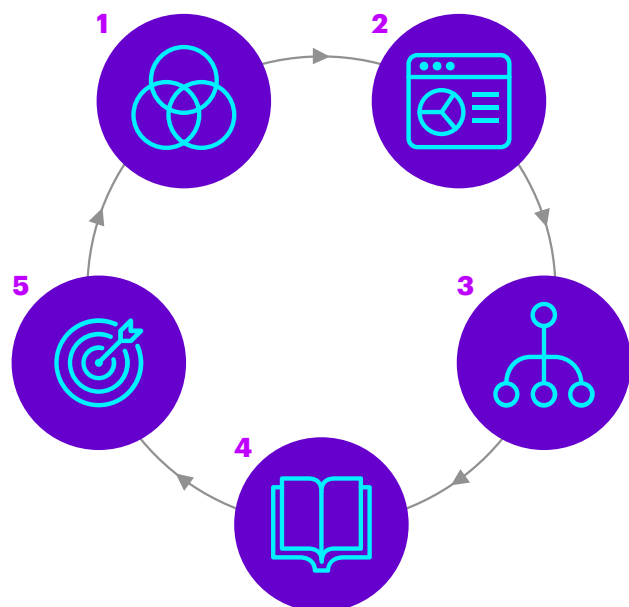
Segment video audiences, content and inventories with a rule-based engine. Segments are also available as part of the reporting layer for your own analysis.

4. LEARNING

Obtain consumer insights using a library of advanced analytics algorithms, part of a broad catalog of marketing and monetization services that can be enabled.

5. ACTIONABLE ANALYTIC

Enable a closed loop approach in which marketing actions are defined, executed and tuned based on calculated hypotheses and measured target metrics.



ACCENTURE VIDEO ANALYTICS ARCHITECTURE

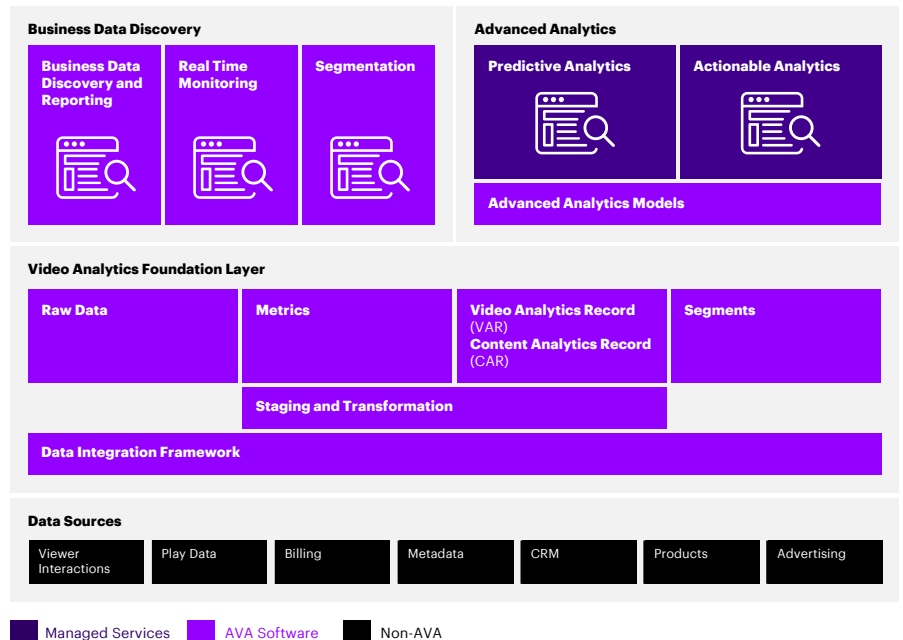
BUSINESS DATA DISCOVERY

This feature offers a detailed, intuitive business data discovery layer with a large set of metrics that enable customized marketing analyses. A rich set of prepackaged dashboards are also available.

BUSINESS DATA DISCOVERY AND REPORTING with a self data discovery capability that enables autonomous marketing analysis creation, leveraging on the AVA data model.

REAL TIME REPORTING with a self-monitoring capability that enables real-time and near-real time analysis creation, leveraging on events generated by the AVA SDK or any real time source.

SEGMENTATION TOOL to create advanced segment rules consisting of regular expressions on multiple data types, and the possibility to intersect or unite the output of multiple rules. Segments are added to the AVA data model to enable plotting and filtering of AVA metrics against segments. sources to create a unique data layer that provides insights as well as monitoring video service KPIs.



ADVANCED ANALYTICS

This managed service provides a suite of analytics models and services that are tailored to specific business objectives, such as consumer engagement and retention.

PREDICTIVE ANALYTICS includes a managed analytics service to provide specialized data science skills for digital and video platforms.

ACTIONABLE ANALYTICS provides the tools and services to integrate with business processes and drive action and feedback.

ADVANCED ANALYTICS MODELS provides a set of pre-built algorithms which can be applied and tailored for specific business objectives.

VIDEO ANALYTICS FOUNDATION LAYER

This platform layer correlates data from different digital, traditional, and video platforms to provide business insight.

A two-speed data processing pipeline interacts with raw data coming from external sources to create a unique data layer that provides insights as well as monitoring video service KPIs.

The foundation data layer includes:

- Raw Data
- Metrics
- VARs
- CAR
- Segments

WHY CHOOSE ACCENTURE VIDEO ANALYTICS

AVA can help to improve your video business by doing more than just analyzing data. It leverages and combines data from a wider context to provide comprehensive insights that can drive fully informed business strategy.



01
Data-driven architecture that leverages cognitive computing to drive revenue growth



04
A core and extensible data management platform that allows additional data sources to be plugged in



02
A suite of analytics models tailored to specific business objectives



05
A multiplatform SDK that can configure extended custom events in addition to the pre-built set included with AVA



03
More than 150 KPIs available off the shelf, fully enabled to create personalized reports



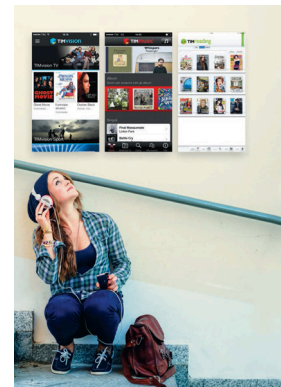
06
A cloud-based, industrial open platform enabling digital video businesses to monetize and control their own data

SUCCESS STORIES

TELECOM ITALIA

Italy's largest telecommunications company, Telecom Italia, is also active in media and manufacturing.

As the market developed, Telecom Italia needed a rapid evolution of the offering and selected Accenture to evolve its OTT service platforms into a unique, multimedia service center. The new integrated "TIMSUITE" service provides fixed and mobile customers with a seamless and enhanced user experience to consume digital content.



OpenAP LANDING PAGE

Accenture has built and is running OpenAP, the TV industry's first open platform for cross-publisher audience targeting and independent reporting, launched by a consortium formed by Fox Networks, Turner, and Viacom.

Data agnostic, with relevant data sets used in audience buying, OpenAP will support advanced data-driven marketing, while maintaining the integrity and transparency of traditional buying and measurement.

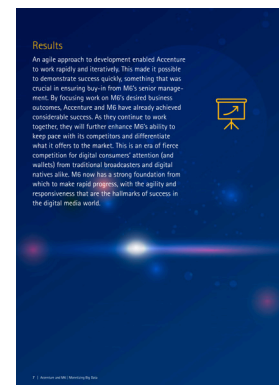
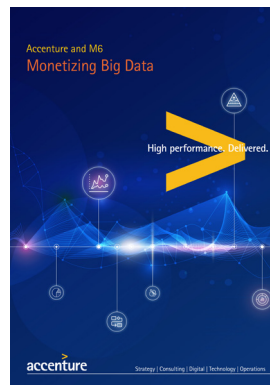


M6

M6, is a leading French broadcaster who turned to Accenture Digital Video to improve ad inventory monetization by accurately predicting customer preference and serving targeted personalized advertisements.

With Accenture, M6 has comprehensive access to the detailed insights it needs to design and deliver relevant and personalized content and services for its consumers and advertisers and achieve its goals for data monetization.

To allow M6 to exploit the greatest possible value from its data, it was essential that the new analytics platform consolidate the disparate data sources and assets that were previously the sole preserve of individual business units.



STAR INDIA



Intending to spark a billion imaginations, Star India, one of India's leading entertainment broadcasters, selected Accenture to help develop, launch and deliver its over-the-air programming to India's online, digitally-enabled consumers on almost any mobile device. Called hotstar, the innovative service debuted on January 7 through Star India's wholly owned subsidiary, and when fully deployed will be available to India's entire population.

"We will drive dramatic innovation on this platform with benefits for both users and advertisers. Accenture has been a valuable partner in this effort."

SANJAY GUPTA, COO | Star India

ABOUT ACCENTURE

Accenture (NYSE: ACN) is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialised skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 401,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com

CONTACT

Marco Varsi
Accenture Video Solution and
Accenture Video Analytics Product Line Lead
marco.vars@accenture.com