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BIG DATA STRATEGY

Big Data Helping Broadcasters Expand Revenue



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Traditional television broadcasters are faced with significant challenges that are reducing their ad revenue streams. One challenge is the number of devices such as tablets and smartphones that have expanded into consumers' daily lives and are taking away eyeballs and attention spans from traditional static television. There are many ways to "watch TV" without actually watching ads.

Gauging success

The 30-second and minute-long ads found in 50-year-old television technology are not trackable, so broadcasters have always had difficulty in gauging the success of the ads. On YouTube, marketers can easily track the number of views and have access to other related data that will provide them with key

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insights into their audience. Online ads are increasingly sophisticated and provide granular levels of tracking that allow companies to alter or increase their ad campaigns in nearly real-time.

TV advertisers and broadcasters want to get some measure of the benefit of traditional 30-second TV spots. They want similar metrics that are found in mobile ads, which are a big data play that provides immediate information on viewers and actions. This insight is missing for TV. The missing piece for broadcasters has been the tracking device. While Nielsen is the standard in tracking viewership, its sampling is simply no longer sufficient. Advertisers and broadcasters can not solely rely on Nielsen information, due to video-on-demand, DVR, and many other types of delivery that get in between the viewer and the TV program.

How can big data help solve the issue? The key component (big surprise) is smartphone and tablet devices. Big data collected through second-screen smartphone usage offers a promising method of capturing viewership data, providing broadcasters with direct metrics so advertisers can best tailor their campaigns. [According to data from AT&T](#), 88% of US consumers use mobile as their second-screen devices while watching TV. With big data, broadcasters and content delivery networks (CDNs) can analyze and monetize their content, effectively turning their data into real revenue.

Armed with smartphone-delivered data, broadcasters can provide TV advertisers with engagement statistics, demographics derived from the viewer's phone number and geolocation, and other data. They can cross reference this information with other databases to learn further information on who's watching what shows and at what time. Advertisers who use AdWords or other online vehicles often take this kind of information for granted, but for TV players, it's a whole new world.

Companies such as [Vobile](#) and [Shazam](#) are utilizing fingerprinting content recognition technology to identify television content through smartphone and tablet devices. The phone becomes the "cookie" and allows companies to better track TV viewing behaviors. Interactive features also come into play, such as using the phone to scan the TV for an immediate-offer coupon. And, of course, those actions further go into the collection of related big data.

The role of big data for TV broadcasters and advertisers is part of the broader fundamental changes coming to television itself. As second-screen behavior becomes the standard, TV will often function as a driver towards some other digital action, which will increasingly be structured to occur in real-time.

With big data, broadcasters and advertisers will uncover surprising audience segments among TV content that would be previously overlooked and be able to better adjust campaigns to fit demographics. For broadcasters, the data allows them to demonstrate the reach of TV and the value of advertising, the perception of which has waned with the rise of Internet viewing and second-screen behaviors. They simply have more data to take to prospective and current advertisers, beyond an estimated simple number of how many people watched the show.

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- It's my data; pay me for it
- I don't mind if companies sell it, as long as I can find my own market for it
- I knew when I signed up that companies sold data, but I'm going to cut back on what I post
- I don't want anyone selling it
- Companies sell data?
- Other / Don't know (Share details in a comment)

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