Providing Near Real-time Business Analytics across Channels

Client is a fully integrated, broad-based entertainment company and a global leader in the creation, production, distribution, licensing and marketing of all forms of entertainment and their related businesses.

- Client needed solution for tracking availability and compliance for more than 6,500 feature films and 3,000 live-action and animated television series
- Capture and process data, report granularly and derive business impact including revenue leakages, customer dissatisfaction and branding impacts
- Predictable, scalable and cost-effective solution to monitor major broadcasts at near real-time levels
- In-house solution was designed to capture all relevant data and deliver real time reports
- Ongoing releases - Availability, Price, Rental Window, Meta-Data Verification
- Direct-to-Video (lower box office) and specific Market/Regions/Partners
- Reduced revenue leaks by 80% with accurate identification of digital media assets
- Near real-time analytics across 63 global regions, 5 platforms (cable, VoD, broadband, Satellite and set-top) and multiple formats (HD, SD, EST etc)
- 18,000 workers, thousands of titles, 92% reliability
- Less than 8 hours survey turn-around-time