Audience Data Hub - Know the individual behind every ID
If there’s one thing media organizations need most, it is to know their viewers well. As the industry shifts from ad revenue-based models to audience subscription-based models, audience centricity has become the bulwark of every effective media enterprise. For media organizations, an audience-centric approach allows it to be both more creative and more targeted, which are two ways to differentiate it from the noise of mass content. Audience centricity is the always-on approach of leveraging first, second and third party audience insights, metrics and KPIs to develop and distribute content that meets the evolving needs of both new and existing target audiences.

**Know this: An audience-centric approach is comprehensive. It should be part of planning, from content strategy to content execution to distribution and analytics.**

If media enterprises are conceptualizing distribution efforts after the content has been created, they are already too late. It is advisable to bring data and insights into the mix at the initial stage of a content. Focus on whom the content is being created for, where they prefer to consume content, the formats that resonate with them and customized messages to spark content engagement.

By 2023*, revenues for the global media & entertainment (M&E) industry are expected to reach US$2.6 trillion. It’s also expected that digital revenues will account for over 60% of total revenue in the media and entertainment industry.

In the era of ‘audience centricity, an organizations’ ability to sell ad/campaigns that'll reach specific audience groups will be very crucial. Advertising space will compete in a dynamic pricing environment and agile marketing will determine the speed at which your new products and services reach your audiences. Moving into a subscription model has put more focus on personalization to ensure continued audience engagement. With a significant increase in audience touchpoints, creation, curation and nurturing audience data along with first, second and third party data for content personalization will decide the media organization’s relevance in the industry.

**Aligning organizational direction towards these trends and in turn being audience-centric becomes a challenge if -**

- Organizations are still not digital or data-ready
- Personalization of audience experience across each of touchpoints is without context
- The organization is focused on reviewing anonymized high-level performance
- The organization is not creating, curating and managing audience data using first, second and third party data
- The organization is facing subscription challenges – difficult to bundle growing number of subscriptions and services to watch

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These trends along with challenges will raise some big questions which need to be answered.

The big questions

Where and what is the current focus of the audience?

Who is the next potential subscriber?

What would be next best content/off offer which would entice the audience?

Based on bounce rates and searches, are there any gaps in the content packages offered?

What are the biggest influencers that impact content consumption?

CMO

What other content can be offered to the audience?

What all content should be bundled as a package?

Based on viewship and subscription patterns, what are the correlations between content subscribed/viewed?

CCO*

What content should be recommended based on viewership patterns?

Who are the high and low value audiences?

What offers would entice the audience?

Subscription

Audience Success

Based on subscription & consumption patterns, what will be the retention and churn percentage?

*Chief Content Officer

Mindtree’s Audience Data Hub:

Mindtree’s Audience Data Hub brings modern enterprise solutions to today’s data-driven global media organizations. It enables organizations to build audience-centric features, discover deeper insights and in turn grow revenue. We, at Mindtree, believe that for truly comprehensive views of audiences, organizations must create single-sourced foundation for audience data that encapsulates all channels, media and interaction functions, and ties them around an audience-centric identity resolution system that enables advanced real time analytics and actionable insights derived from business-critical KPIs.
The Audience Data Hub brings modern enterprise solutions to today’s data-driven global media organizations

**Discover Deeper Insights**
- Audience enrichment
- Multi-channel universal segmentation
- Audience-driven content creation
- Look-a-like audience expansions

**Grow Revenue**
- Multi-channel universal promotion & audience discovery
- Precision advertising targets
- Personalized products & subscriptions
- Re-engage audiences even after cancellation

**Build Audience-Centric Features**
- Enable content discovery
- Real-time audience experience metrics
- Drive higher engagement at lower cost
- Surface relevant content by audience at scale

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Core guiding principles which Mindtree adopts to build the Audience Data Hub are:

1. **Comprehensive audience data is a necessity** - all channels, media and interactions combined in a single source
2. **Audience data stewardship is critical** - audience data is sensitive & legally governed worldwide. Management, consent & security are critical components for any business
3. **Integrated real-time insights are key** - faster paths to insight are no longer optional
4. **Democratized views of data are crucial** - different stakeholders require differentiated views of the data
5. **Flexible data strategy and infrastructure** - data types and technologies will change. Flexibility is critical
6. **Systematically automate and integrate** - full-scale integration & automation are pivotal to transformation efforts

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**Solution components and building blocks**

Mindtree's Audience Data Hub is built on solution components which covers end-to-end needs for any media organization that wants to set itself on a progressive path and be relevant in the industry.
Capture & Ingest

Unified Audience View

Data Enrichment & Audience Segmentation

Data Analytics

Activate

Digital strategy to capture audience attributes across multiple touch points, channels, and systems to ingest data into a single data repository with a focus on data quality at inception.

Capture

→

Unify

→

Enrich & Segment

→

Advanced Analytics

→

Activation of ADH

Cleanse, match and merge identity points across devices, channels and mediums to develop a viable and trustworthy unified audience view.

Integrate audience data with relevant 2nd & 3rd party data to micro-segment audiences based on demography, psychography, geography and behavioral data for further insights across earned and purchased channel presence.

Generate insights for content generation, personalization, campaign management, ad sales forecasting, flexible product and pricing models, improved subscription models, proactive retention strategies, and churn prediction analysis.

Non-destructive automation of processes and components of Audience Data Hub to tightly integrate across enterprise systems to allow for multi-channel activation.

Building blocks of audience data hub

Collect

Extract

Transform and Enrich

Distribute

Activate

Audience Data Hub - solution components

Batch

Micro-Batch

Streaming

Encryption

LFTP/ SFTP

Batch Internal Data API

Linear

Digital

DMP

API

Batch

Values Mindtree brings to the table

1. Customization at scale - with a platform and suite-agnostic approach across multi-cloud environments, marketing technology, and media vendors, Mindtree builds solutions customized to an organization’s specific needs.
2. Contextually-focused expertise – Mindtree brings industry-focused experience on the back of multi-year engagements with the advanced ability to help diagnose, solution, and solve problems.

3. Partnerships & alliances - Active global partnerships with leading marketing technology, cloud, and media solution providers across suites, platforms and vendors.

4. End-to-end service partner - From infrastructure to solutioning, Mindtree is a trusted partner for global companies.

Know this: Your non-buyers (or non-members) are just as important in your audience development plan as your currently active audience.

Mindtree has delivered great outcomes for clients:

- Optimised ad spend planning through viewership analytics, network carryover analysis, new channel viewership profiling and demographic viewership segmentation for a leading American broadcaster.

- Improved contact advisor productivity by 30% by building a single view of a gamer for a leading gaming powerhouse.

- Reduced customer churn by 15-20% and enabled cross-up sell by 60% through product telemetry analysis and analytics for a leading ISV.

- 4% revenue uplift via effective subscription packages & offers through state-of-art analytics for a leading books & journal publisher.

Mindtree’s Industry Recognitions:

- Avasant Innovator – Innovator in Applied Intelligence and Advanced Analytics Services RadarView™


- Zinnov Zones (2019) – Leader Across Digital Services including Data Analytics & AI

The Mindtree Media Industry Group:

Established in 2006, Mindtree’s Media Industry Group has 1000+ employees more commonly known as Mindtree Minds. Within Media, Mindtree works with broadcasters, cable networks, publishers, advertisers, business information services, new media and gaming companies. Mindtree has executed 100+ projects for over 50 clients across North America, Europe, Middle-East and Asia Pacific regions. Mindtree is serving 6 of the top 10 media & publishing companies with more than 50% of its revenue coming from digital services. Mindtree is positioned in Leadership Zone for Publishing, Broadcasting and Education in Zinnov Zones 2017 report.