

Audience Measurement Using Set-Top Box Data

Business Imperatives

For cable and satellite TV service providers in the age of the Internet, understanding customer preferences and tailoring content, offers, and products to individual preferences, is critical to attract new customers and to retain their customer base.

Media houses and advertisers also need to understand customer viewership patterns to design the right content that can capture customers' interest. Modern day set-top boxes generate a wealth of useful information that can be leveraged to understand their viewing patterns; however, cable service providers face several challenges in utilizing this data, such as:

- Huge volumes of tuning events generated by set-top boxes, that cannot be processed through traditional means
- Requirement of high processing costs, storage costs, and time, to generate insights
- Loss of significance of the insights, due to delays in their generation

Solution Overview

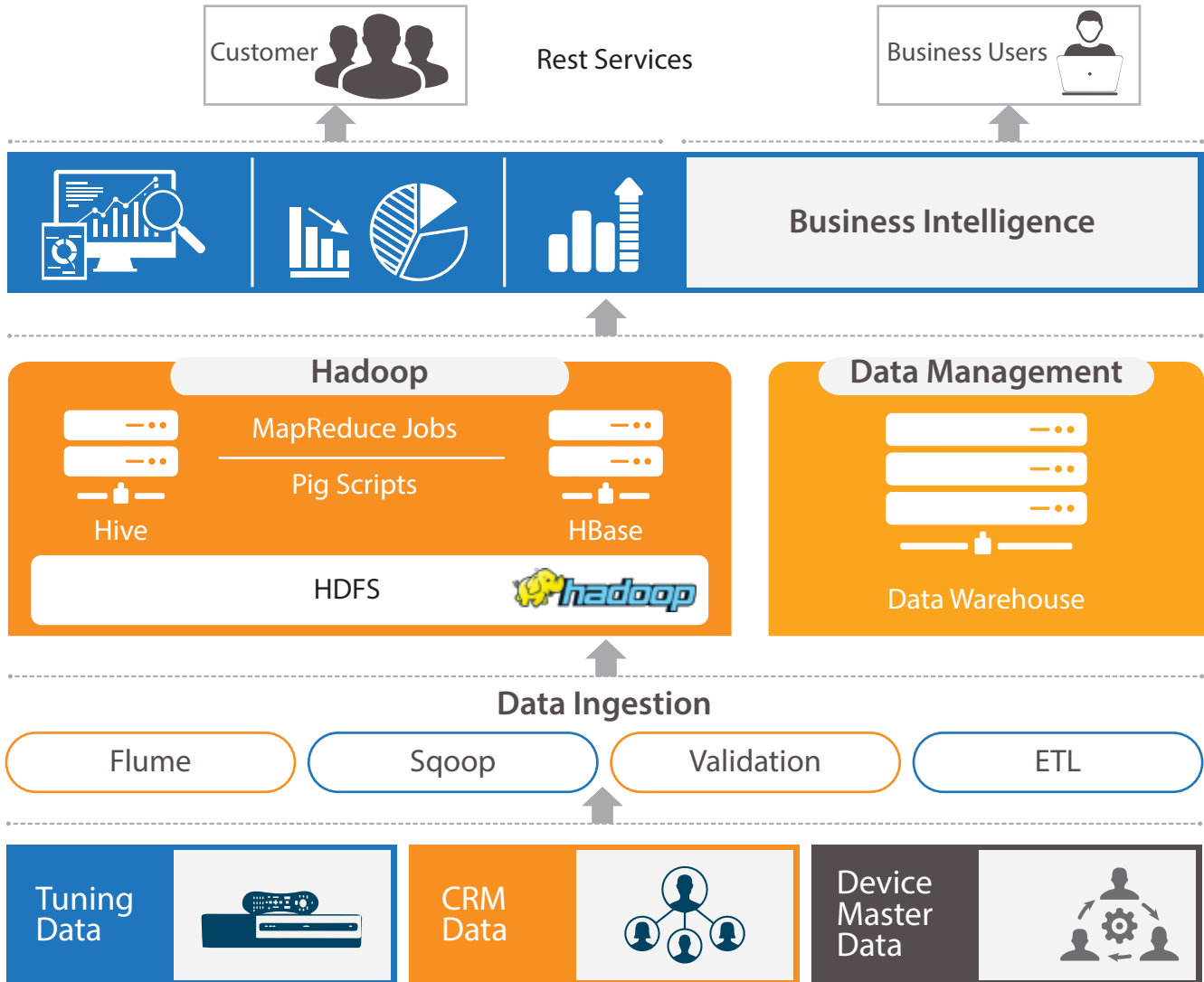
Infosys Audience Measurement solution integrates data from set-top boxes with other enterprise master data, to deliver analytics around viewership trends. These analytics can be leveraged to –

- Negotiate contracts with media houses and advertisers



- Create personalized services
- Optimize value packs
- Monetize 'event-logs' by selling them to content providers and advertising partners
- Improve advertising effectiveness and efficiency using the set-top box data
- Manage marketing campaigns and promotions

Audience Measurement - Solution Architecture



The Infosys Audience Measurement solution

- Handles overlapping events, and stitches adjacent events generated by the set-top boxes
- Supports Hive-based analytics for viewing key reports
- Provides customer micro-segmentation by correlating with the CRM data based on audience behaviour

Client Benefits

- Pay-outs to media houses can be based on actual viewer data instead of sampling-based TRPs
- Improved customer segmentation resulting from the processing of tuning-data and correlation with CRM data for a personalized experience

- Opportunities to monetize the data in the form of viewership trends
- Low-cost storage, and processing of huge volumes of event data

For more information, contact askus@infosys.com



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