EBU
OPERATING EUROVISION AND EURORADIO

MDN Workshop 2016
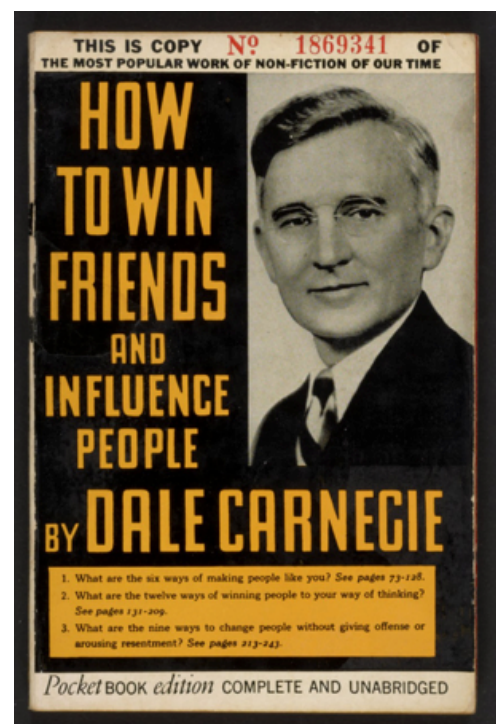
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Madi Solomon
Senior Manager, Information Management Services

June 7 & 8 2016
Geneve

How to Datafy Media Content to Win Friends and Influence People

Your next Metadata Strategy

1. If You Want to Gather Honey, Don't Kick Over the Beehive

2. The Big Secret of Dealing with People

3. He Who Can Do This Has the Whole World with Him. He Who Cannot, Walks a Lonely Way

THIS IS COPY № 1869341 OF
THE MOST POPULAR WORK OF NON-FICTION OF OUR TIME

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
BY DALE CARNEGIE

1. What are the six ways of making people like you? *See pages 73-128.*
2. What are the twelve ways of winning people to your way of thinking? *See pages 131-209.*
3. What are the nine ways to change people without giving offense or arousing resentment? *See pages 213-243.*

Pocket BOOK *edition* COMPLETE AND UNABRIDGED

IF YOU WANT TO GATHER HONEY, DON'T KICK OVER THE BEEHIVE

We are in the age of the customer and they, not companies or products, are driving business decisions.

Google
Amazon
You Tube
Apple
Facebook
Alibaba
Twitter

optimity
ADVISORS

Closing the Virtuous Circle
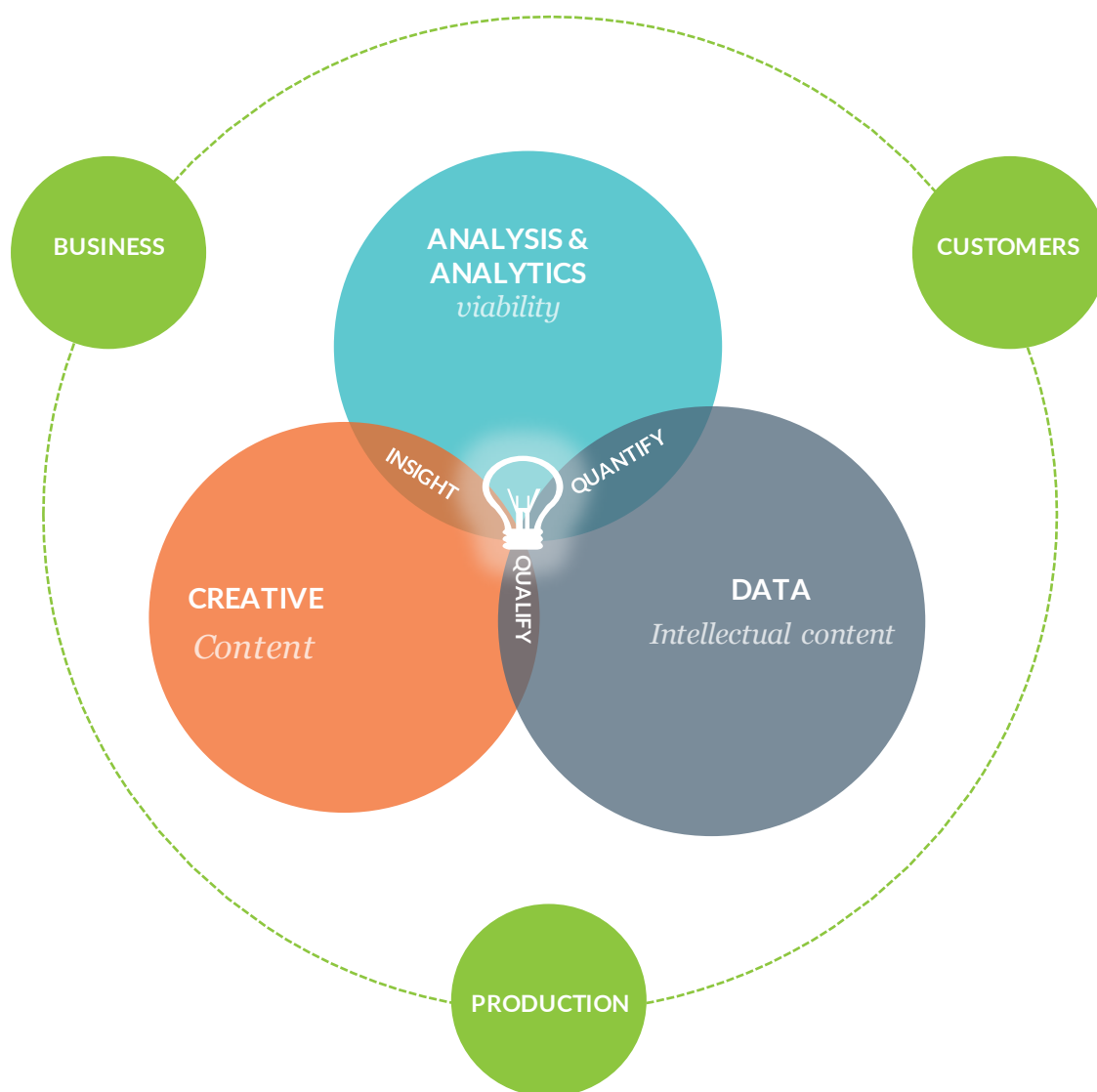
Data + Information: datafication

Datafication is the process and methodology of turning aspects of your business into computerized data and transforming this information into new forms of value.

Vision

The Product

Experience

Customer Insight

The Big Secret of Dealing with People : Give honest and sincere appreciation

How metadata can tell you who, where, and what your customers want

Datafying recipes and automating food orders

Whisk.com

- Ingredients
- Chemical flavour compounds
- Nutrition
- Perishability
- Value
- Availability
- Products to purchase
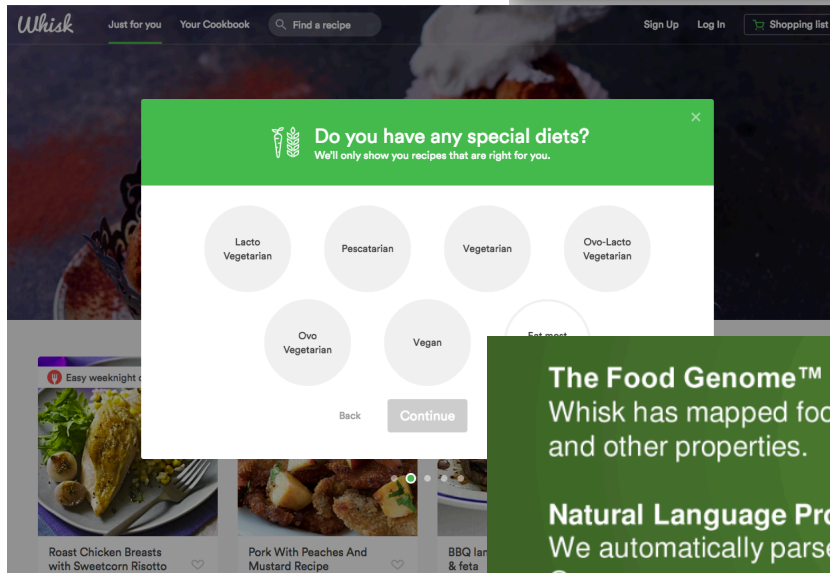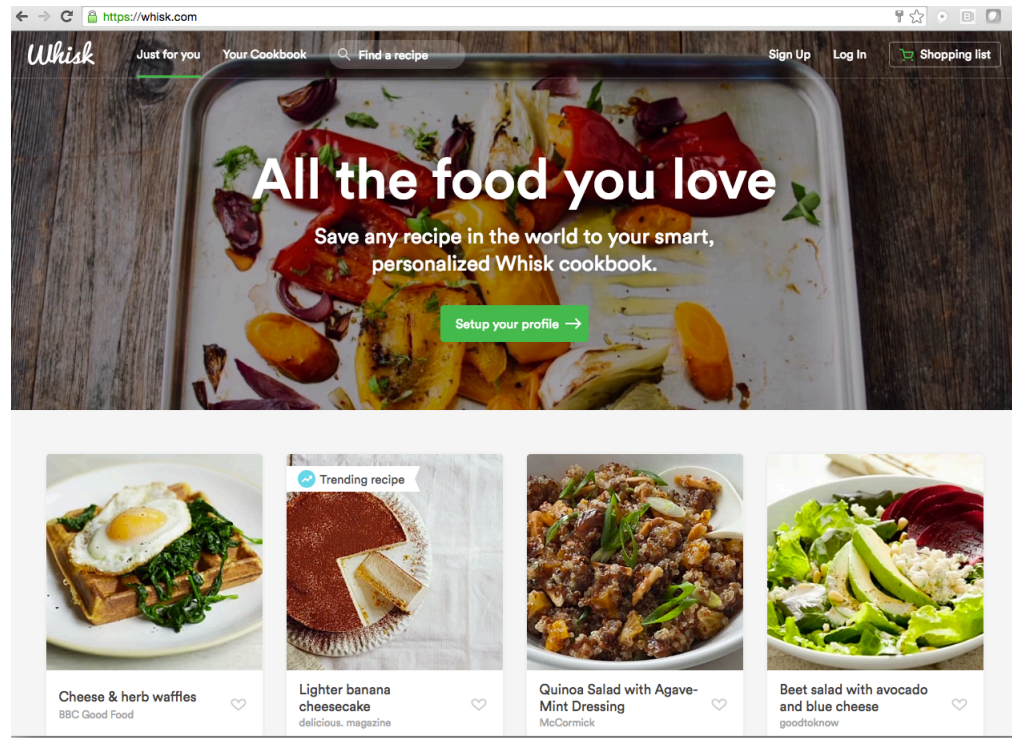
The Food Genome™
Whisk has mapped food relationships and their nutritional, price, flavour and other properties.
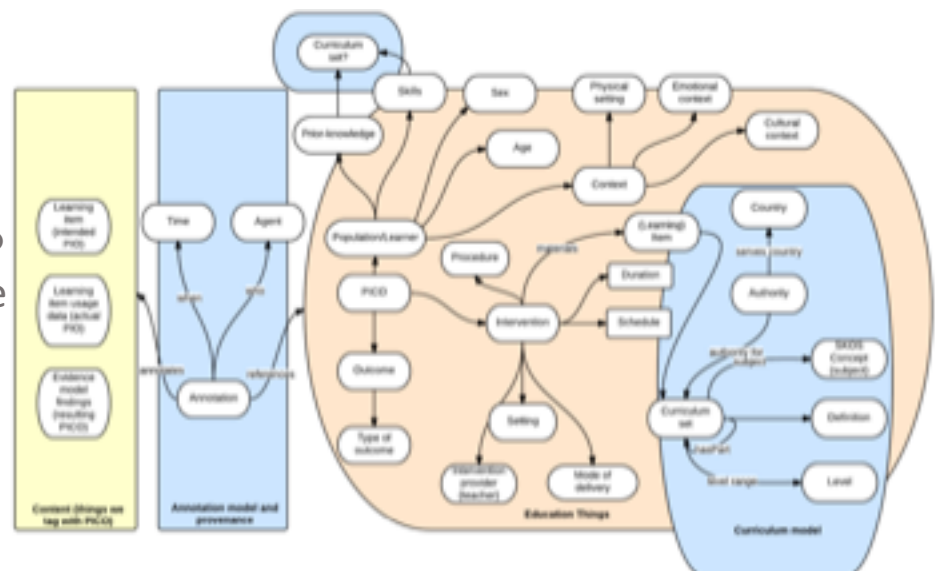
Natural Language Processing
We automatically parse content into structured data linked to our Food Genome.

Recommendation algorithms / machine learning
We serve users recommendations based on content they save, what they buy and their personal preferences.

Datafying Education content

Pearson plc

We've found content items relevant to this concept

This is the current selected item

These are assets for which we have rights in this authority

Resources for The Water Cycle

Science (US, Grade 9)

Geologia, (Italia Grade 8)

Go Science (UK, KS3)

Eligible image assets

Similar content for Grade 9 Science

Here is other content that may be similar enough (through linking or tagging) to be of interest

These items are aligned by learning objective and educational level

Insight: Evidenced based data rely on Learning Objectives

From Evidence Based Medicine: **P**articipant ● **I**ntervention ● **C**ompare ● **O**utcome

Domain design by Silver Oliver, DataLanguage

Netflix

- **74.76** million worldwide streaming customers.
- **76,897** unique ways to describe types of movies
- Alt-genres
- **36 page** training manual for applying metadata and ratings
- Dozens of attributes including the moral status of characters, goriness, romance levels
- Track completion rates
- Geo-location data
- Device information
- Time of day and week
- Metadata from third parties such as Nielsen
- Social media data from Facebook and Twitter
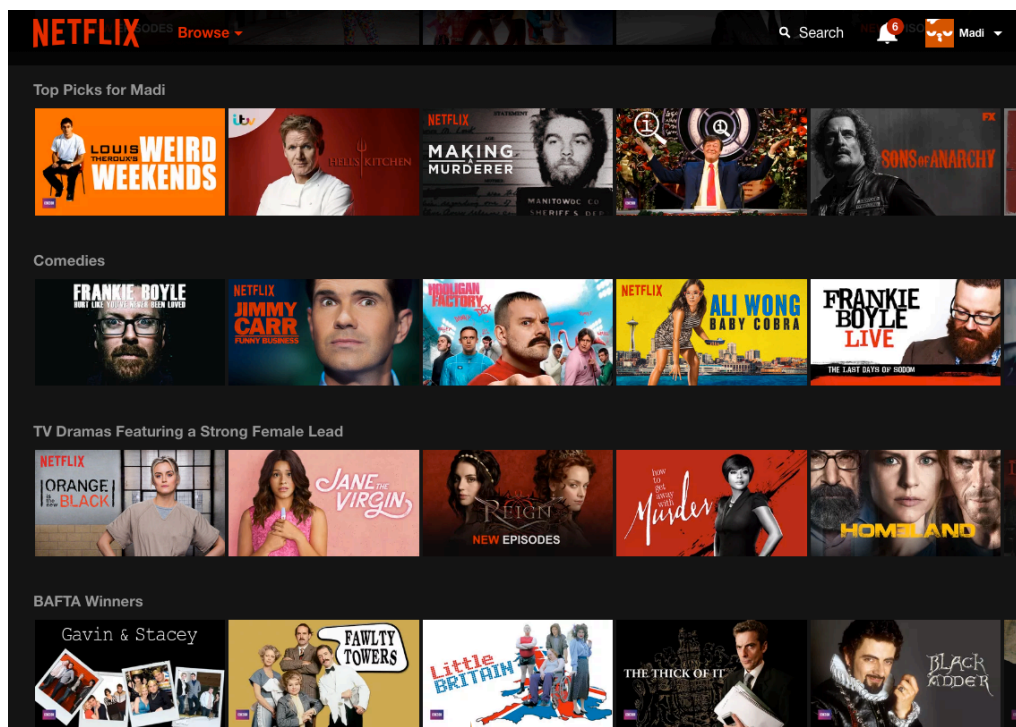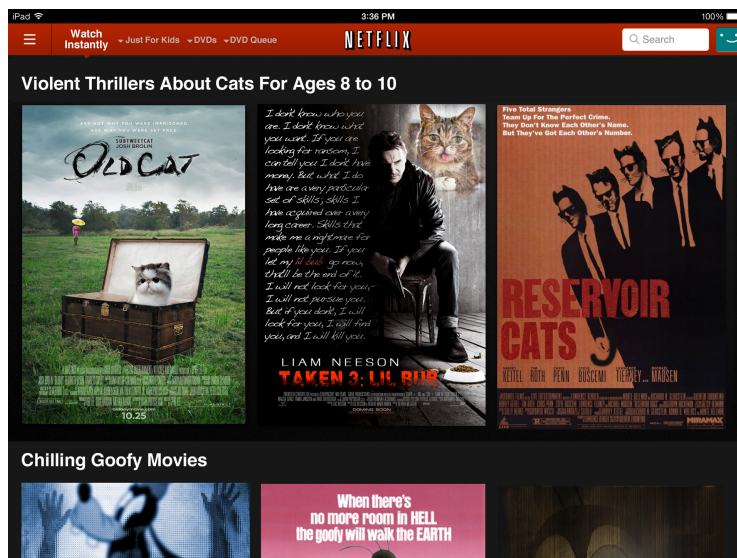
Netflix alt-genres

- Emotional Independent Sports Movies

- Spy Action & Adventure from the 1930s

- Cult Evil Kid Horror Movies

- Cult Sports Movies

- Sentimental set in Europe Dramas from the 1970s

- Visually-striking Foreign Nostalgic Dramas

- Japanese Sports Movies

- Gritty Discovery Channel Reality TV

- Romantic Chinese Crime Movies

- Mind-bending Cult Horror Movies from the 1980s

- Dark Suspenseful Sci-Fi Horror Movies

- Gritty Suspenseful Revenge Westerns

- Violent Suspenseful Action & Adventure from the 1980s

- Time Travel Movies

- Romantic Indian Crime Dramas

- Evil Kid Horror Movies

EMOTIONAL DATA

1. Quantitative analysts need to find ways of engaging with stakeholders on a more emotional wavelength.

2. They should try to couch data in terms that connect with the emotional responses of their audience.
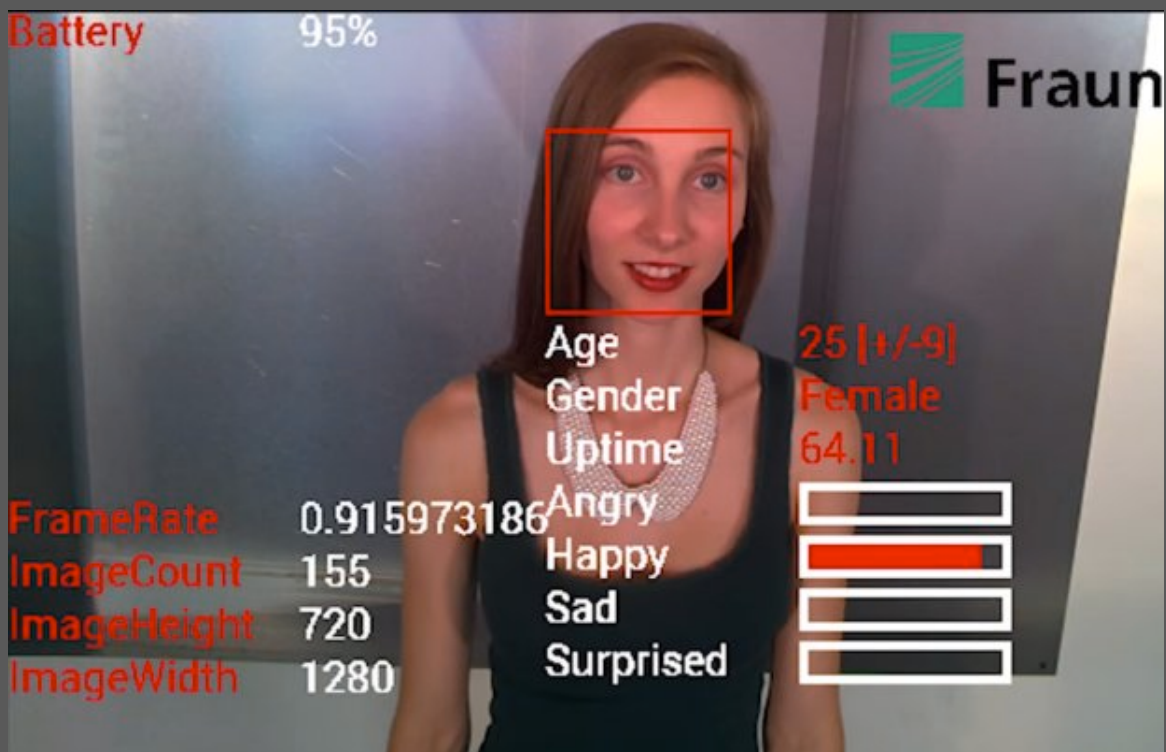
NBC's SNL app

- 40 years of clips
- 6000 sketches from 800 episodes
- Semantic, tag-based recommendation
- Qualitative & quantitative data
- Locations, cast breaks character, started laughing, etc
- Usage data and data relationships

SNL insight

- Viewers think in terms of eras, not seasons or episodes
- Comedy sketches are inconsistent, unpredictable
- Different perceptions of enjoyment, variable senses of humour
- Sketch types have weak correlations
- Monetize insight to offer a "meal out of snacks"
- Uses Machine Learning to build intelligence on viewers continuously
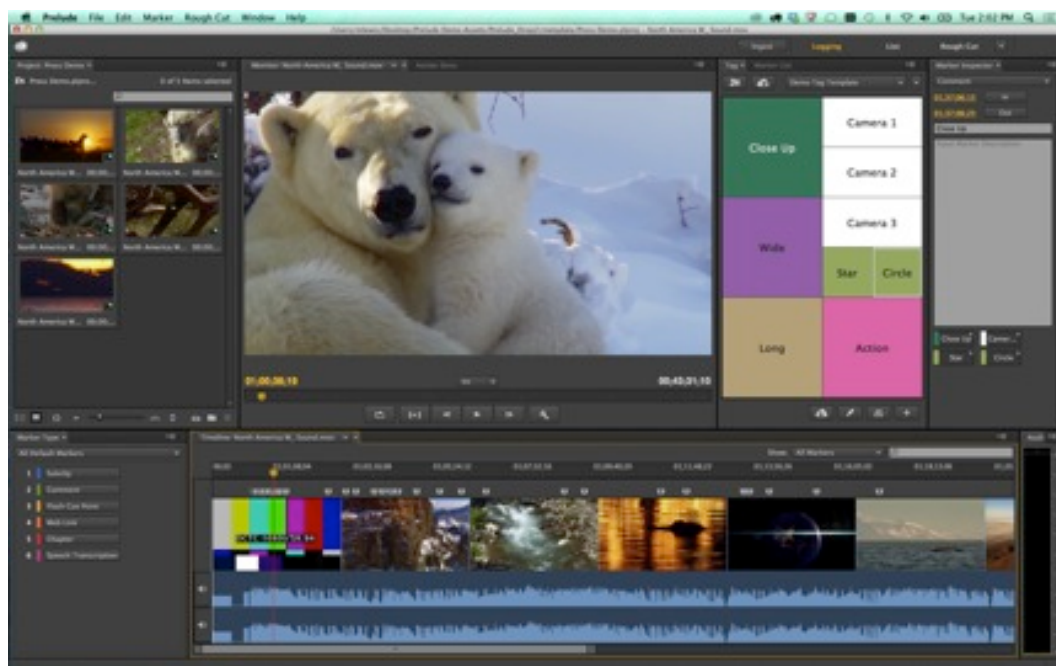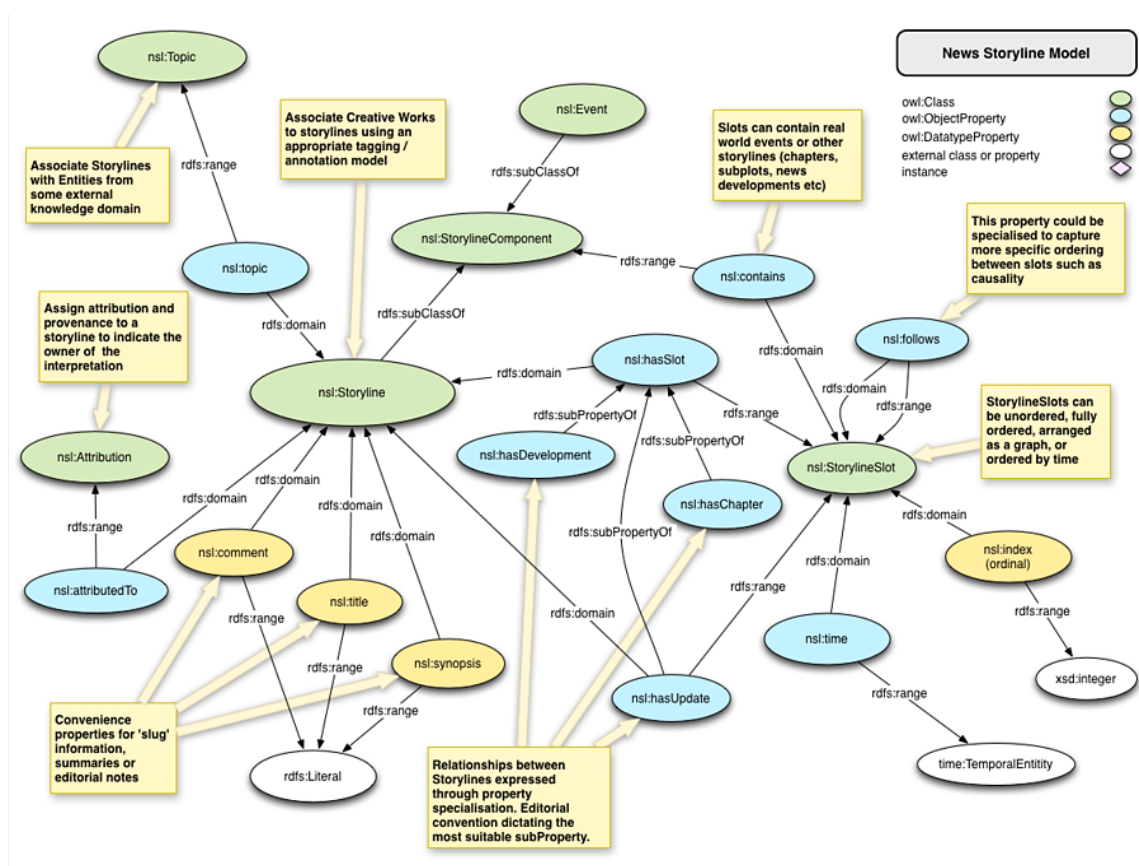
Datafication enables predictive modeling

Intelligence over time
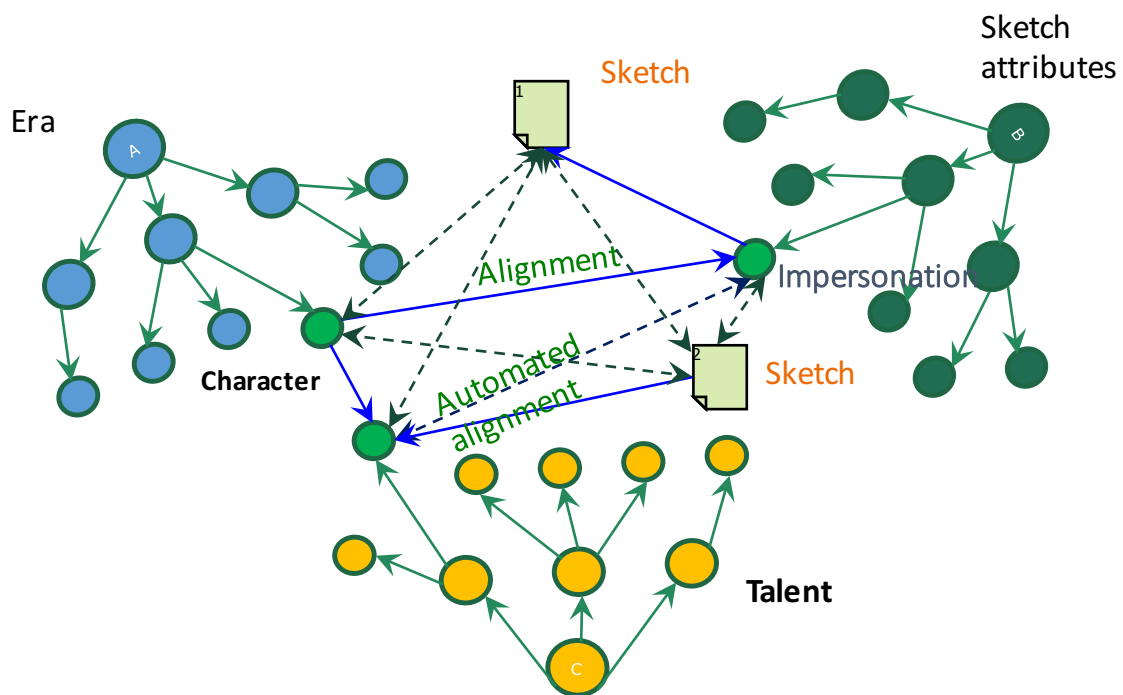
Temporal Metadata: BBC Storyline

He Who Can Do This Has the Whole World with Him.
He Who Cannot, Walks a Lonely Way

datafy, aggregate, repeat = insight

Image from IBM Big Data & Analytics Hub

8 ways to start datafying and making friends

Find the right questions

1. Who is your CUSTOMER? Research: license and reference multiple sources, mine the archive

2. What do your CUSTOMERS like? What do they want?

3. How does your CUSTOMER behave around the content?

4. Where is the gap in the market?

5. Create a data model from the perspective of the CUSTOMER: the genome / DNA / ontology

6. Understand the relationships between data points. Create semantic triples = *subject + predicate + object*.

7. Iterate the data model

8. Create a prototype: tag and test

5 ways to influence content creation

1. Where in the storyline or event were watchers most active on social media? (live broadcast)

2. Where in the story do most people pause or go to the refrigerator? (streaming/platform)

3. How many times has this plotline been used over the last --- years? What were the ratings? (storyline)

4. What are the patterns of specific demographics or grouped customers?

5. What "moments" could be best compiled and monetised? EG: jumping in the air, winks, eyerolls, falling down, loving glances, breaking character?

5 future predictive questions for streaming content

1. Who is having friends over this evening?
2. Who is watching alone?
3. Who is watching with a date or loved one?
4. How old are the kids?
5. Who just broke up with their partner?

4 Data privacy warnings

the General Data Protection Regulation is coming

1. Obtaining consent has changed
2. Target marketing or profiling restrictions
3. "Legitimate interests" must be documented
4. Regulations on copyright and data transfers across borders are changing

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ADVISORS

THANK YOU!

Q?

Madi Weland Solomon

Madi.Solomon@optimityadvisors.com

+44 0 207 553 4816

Optimity Advisors

www.OptimityAdvisors.com

1st Floor Kemp House

152-160 City Road

London EC1V 2NP UK

Washington, DC | Brussels | London |Los Angeles | New York | Zurich

Optimity Advisors

www.optimityadvisors.com

Twitter: @optimity

Linkedin: optimity-advisors

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- Global Insurance Rollout
- EPMO and Change Management
- Global IT System Integration
- Systems Rollout
- Other Transformation Engagements