



Audience Data Hub - Know the individual behind every ID



Mindtree

A Larsen & Toubro Group Company

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.

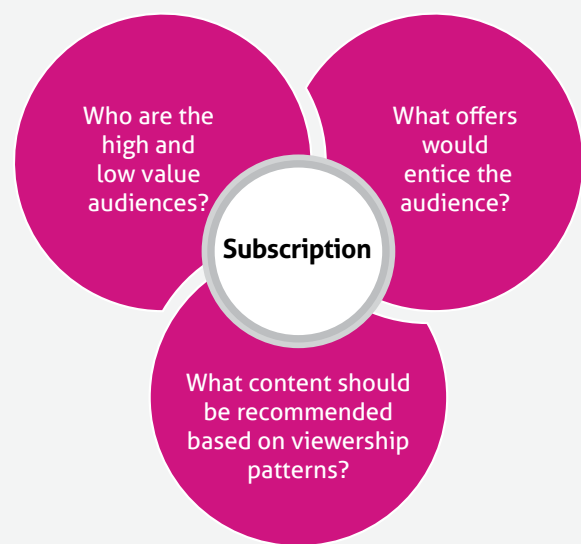
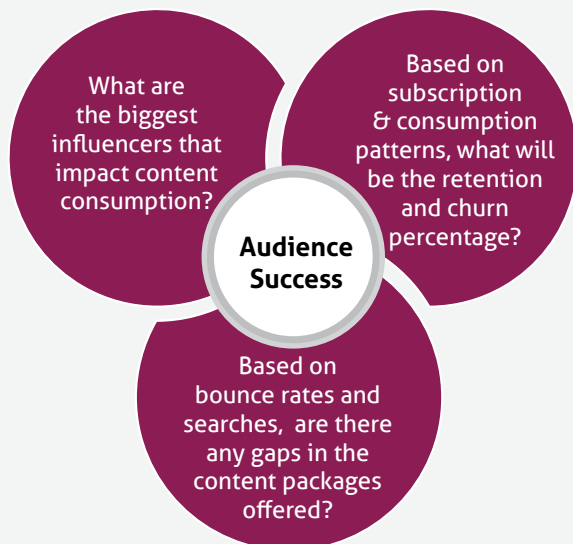
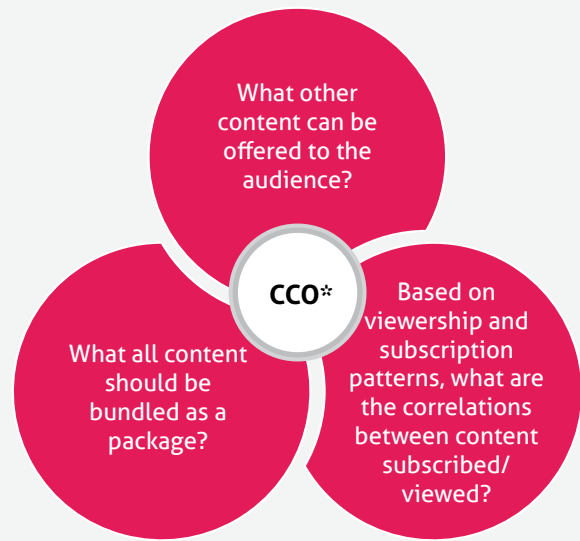
In the era of 'audience centricity, an organizations' ability to sell ad/campaigns that'll reach specific audience groups will be very crucial. Advertising space will compete in a dynamic pricing environment and agile marketing will determine the speed at which your new products and services reach your 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

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

The big questions



**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

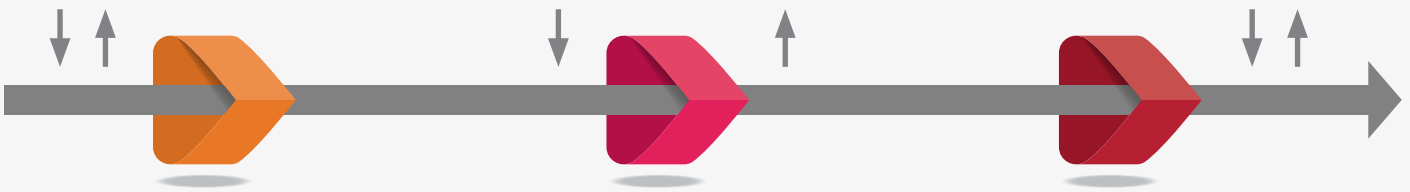
- Audience enrichment
- Multi-channel universal segmentation
- Audience-driven content creation
- Look-a-like audience expansions

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



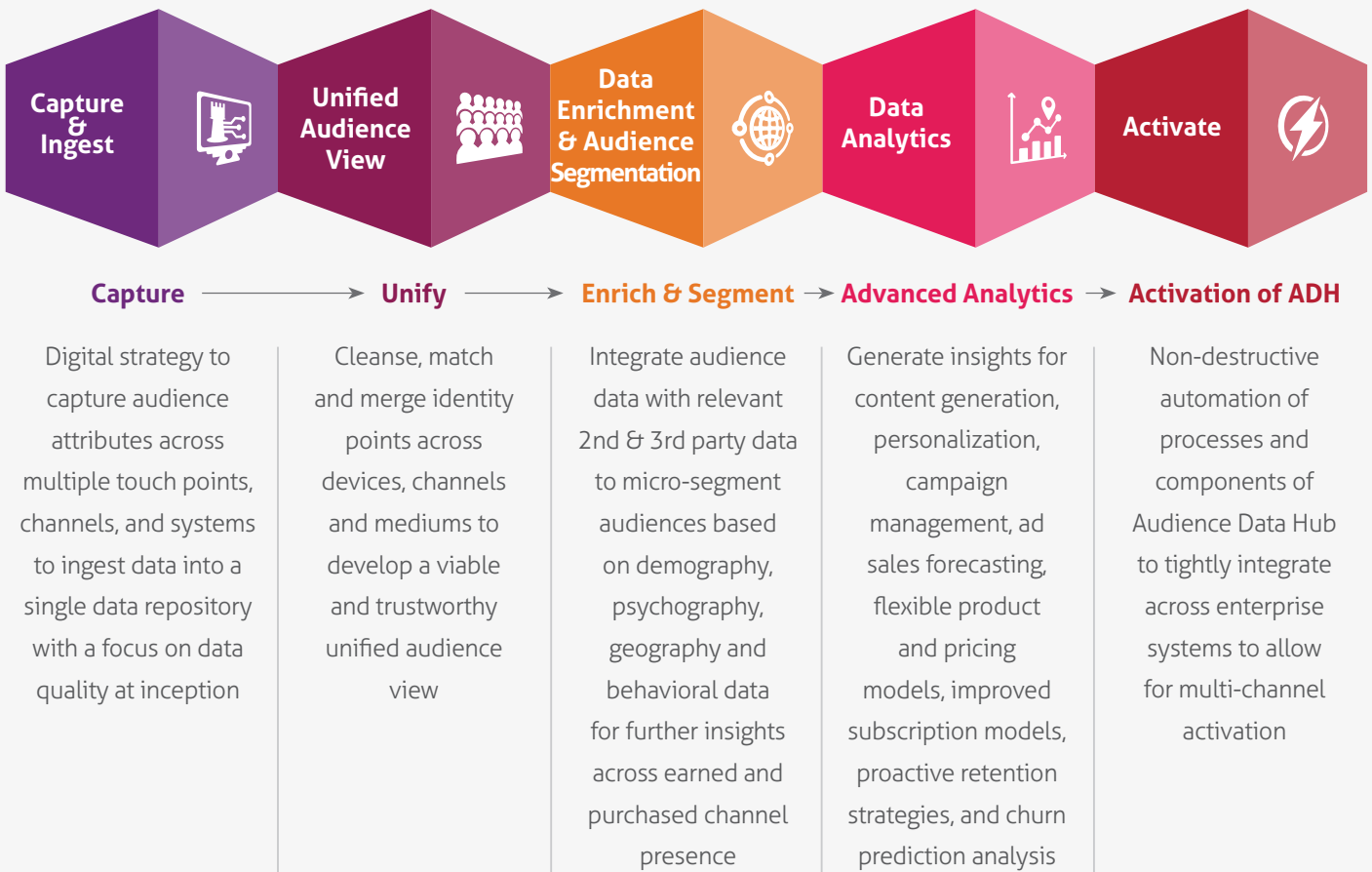
Core guiding principles which Mindtree adopts to build the Audience Data Hub are:

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

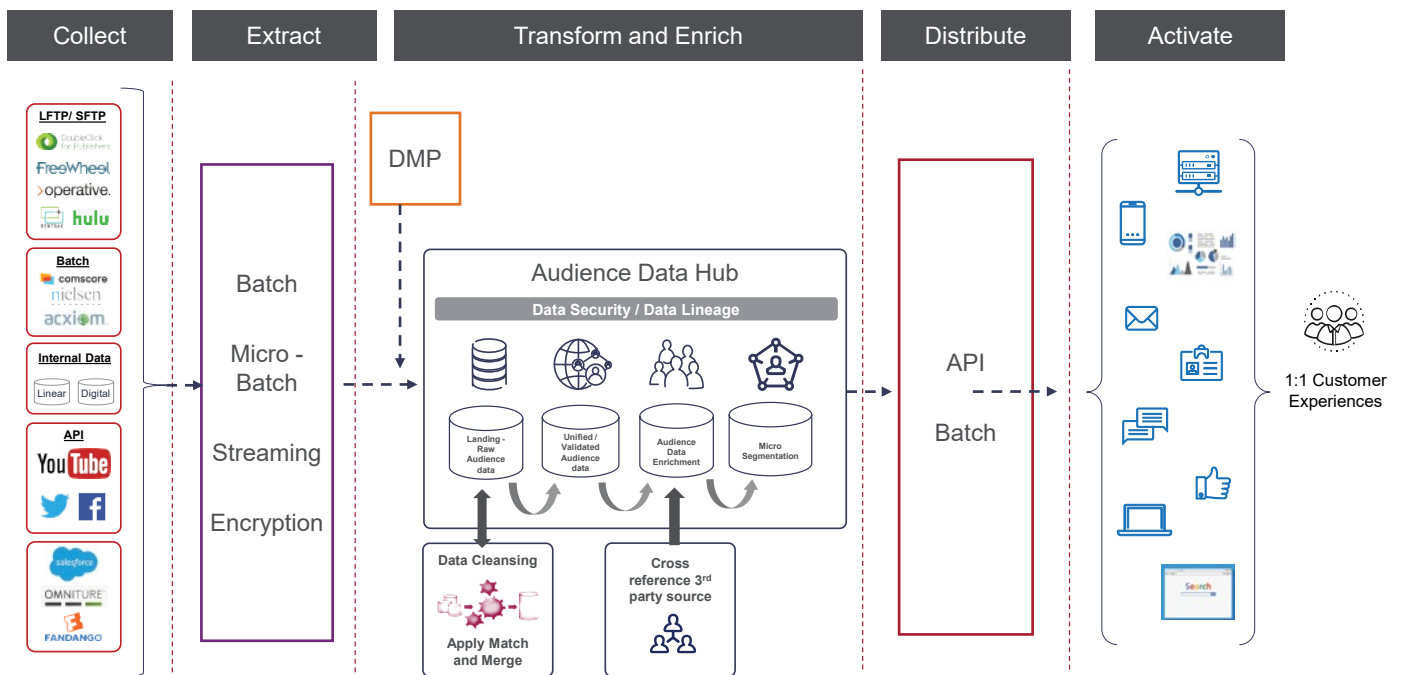
Solution components and building blocks

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.

Audience Data Hub - solution components



Building blocks of audience data hub



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™
- ISG Provider Lens (2019) – Leader in Legacy Transformation and Cloud-first Transformation
- 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.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 300+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of 21,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."