

SOLUTION BRIEF

# SoloCast™ Audience Analytics

## Know Precisely Who's Watching

### SoloCast Audience Analytics

Accurately Determine Who's  
Watching Your Content

Track Known and Unknown Users  
By Content, Device Type,  
Location & Time

Increase Ad Revenue  
with Pin Point Accurate  
Content & Ads



## Overview

With the proliferation of consumer devices capable of playing media streams, combined with widespread availability of fast wireless networks and Wi-Fi connections, the viewing audience for your content has never been more fragmented. One major media conglomerate is delivering their content to over 40 device types around the globe.

Because of this growth in consumable devices over the past decade your audience is no longer as predictable as it once was. Most TV viewers in the U.S. chose On Demand or PVT-based viewing habits to consume your programming on their schedule not yours. Appointment-based TV seems to be reserved for live sporting events and breaking news.

Compounding the viewing audience engagement mix is the plethora of new content choices that a consumer now has. Most cable, satellite and IPTV services offer well over 300 channels to choose from and thousands of hours of On Demand programming. New OTT streaming services like YouTube, Netflix, Amazon Prime, Hulu and Vudu are providing even more choices to the consumer.

All this choice, combined with the two-screen viewing habits of many consumers, is disrupting traditional media buying as advertisers find new, more targeted ways to deliver their sponsored messages to this increasingly fragmented audience.

### **Smaller Audiences, Higher CPMs**

Competition from Google, Facebook and other digital, targeted channels has seen a massive shift in for advertising expenditure from traditional media channels that has left some decades-old industries such as print media decimated. These digital network's ability to cut and slice the audience to identify precisely targeted demographic and geographic audiences is an attractive proposition to advertisers. And while it is true their audiences are nowhere near as engaged as traditional media audiences, and their audience measurements differ from the way that traditional media is measured, they do, nonetheless command impressive CPM and more commonly CPC rates.

It's clear that advertisers are willing to pay higher rates when the audience being delivered is more targeted. This trend is likely to continue, and targeting is clearly going to be the ammunition of the future advertising world.

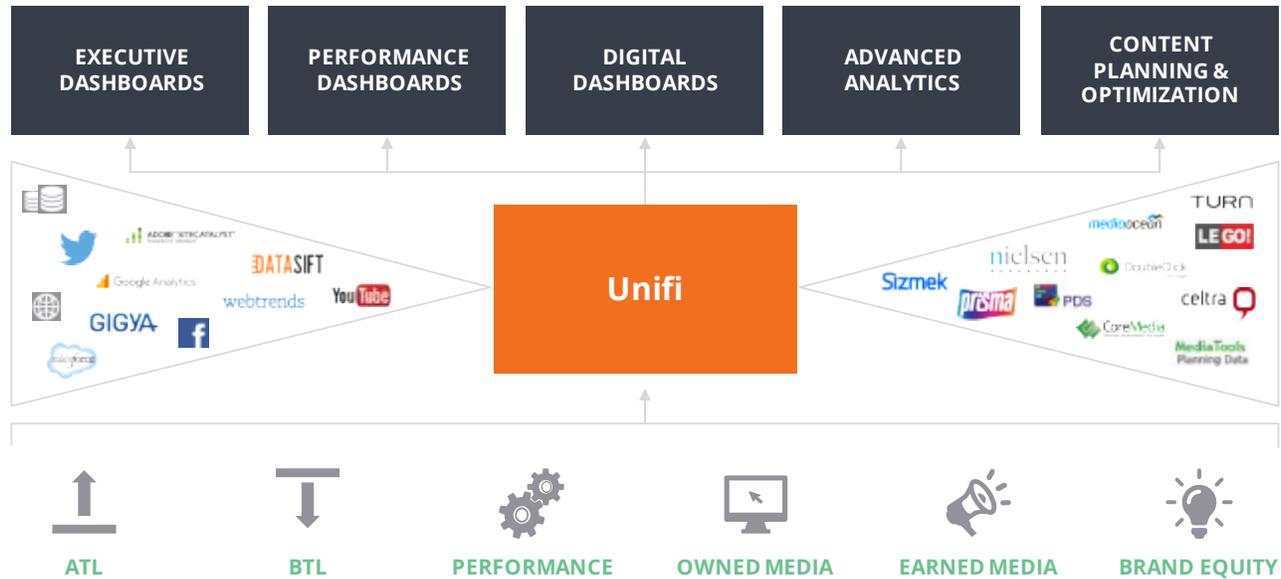
### **Smarter Advertising Tools**

The ad tech industry is awash with software and services to help media buyers select and manage their clients' campaigns. From yield management and re-targeting platforms the ability to fine tune the audience to deliver value to an advertiser's message is ever-present. For example, there exists advanced, dynamic creative platforms such as Visible World, a Comcast company, that delivers customized video advertising to TV audiences via the set top boxes or headend regional ad insertion servers.

With digital content and audiences comes digital fraud. Today's Internet is riddled with ad bots, IP spoofing, phishing and other fraudulent traffic that skews audience numbers for both media buyers and sellers alike. New technologies, including that from Unifi that help eliminate fraudulent traffic and deliver precise audience metrics are essential to deliver a clear, honest measure of audiences to advertisers.



# Unifi SoloCast Solution Architecture



*Connect all your data sources to Unifi. The Data as a Service platform connects to your existing visualization tools to deliver KPI dashboards to leadership and to your content and advertising infrastructure to deliver targeted content and sponsorship messages to viewers.*

## Subscription Services—The Ad-Free Lean-Back Experience

It's clear that viewing audiences are willing to pay for good content and viewing experiences. The dominance of HD and now 4K content and advanced compression technologies make the delivery of high quality video to any device mandatory for any distributor. Subscription-based services such as YouTube Red, Netflix, HBO-Go etc. are moving more consumers from traditional pay-TV services to OTT delivered viewing services. So called "cord cutters" are going to continue to put pressure on traditional content distributors whose distribution model requires a bouquet of channels, many of which the viewer has little interest. Verizon's FIOS service, has started to offer more channel selection services but the local cable ad insertion revenue model will make it hard for traditional cable companies to follow suit and programmers are starting to feel the pinch; for example, ESPN has lost over 10 million cable and satellite viewers in the past two years.

One aspect of technical innovation that most subscription services have in common is AI-based content recommendations. It works by employing vast amounts of viewing data—and in the case of Amazon, even your shopping history—to predict what type of programming you might be interested in seeing at

precisely that moment. Targeted content curation supplants a lean-forward content search experience for most viewers that advertisers care about.

## SoloCast Your Way To Increased Revenue

You can euphemistically summarize all media companies' mission statements in three words; "eyeballs on screens" i.e. the company does not care what device type the viewer is using as long as they are viewing that media company's content. Thus they are able to monetize those eyeballs through either sponsorship or subscription revenue.

It's critical then that media companies can attract and engage an audience to their content. Being able to identify who is watching which content, where, when and on what device is the essential first step to audience retention. Knowing how someone likes to consume your content, the programming type and viewing habits are all critical. This is the science of audience analytics.

What is needed then is a content distribution model that delivers a curated, lean-back experience to an audience of 1. A model whose CPM or CPC rate is 10X that of traditional media because you have a highly targeted audience that is far more engaged than a search or social media audience.

## The Future is Today

Imagine a future whereby you can get in your car, even one you drive yourself, and your mobile phone, which is geo-aware, detects the presence of the Bluetooth connection and accurately predicts that you are starting your daily commute that averages 32 minutes. AI-assisted programming intelligence knows that you like to hear traffic, weather, national news summary, international news summary, sports summary with additional coverage for the LA Dodgers, then local news. If you receive or make a phone call your SoloCast pauses and resumes at the end of the call. Imagine the stickiness of this application and the value to the wireless carrier who is delivering your content.

This vision is possible today with Unifi's SoloCast Audience Analytics solution.

## Unifi Your Audience Analytics

To understand precisely who is watching your content you must bring all of your viewing analytics data together in one environment. Combining that data intelligently to gain the critical insight that you need to both select programming choices for the viewer and to monetize their viewership is what the Unifi SoloCast audience analytics platform delivers.

Unifi combines your web analytics data such as Adobe SITECATALYST with your native mobile application analytics data such as Flurry, your distribution partner data and earned media data like YouTube into one concise view of your audience by programming channel and program ID. When combined with Nielsen demographic or Spectra data you can overlay your geographic distribution with audience demographics and because it's your data and represents 100% of your known and unknown viewing audience, it's



*Unifi maps precisely who's watching, on what device, where and when to determine your audience. When joined with Nielsen Spectra data, weather data, local sports data etc., amazing new insights about your audience are uncovered which allows you to confidently position your content and audience with advertisers.*

statistically more valuable to advertisers than panel-based audience analytics.

A significant secondary benefit of advanced audience analytics is your ability to predict the type of programming to develop in the future. Not only with programming storylines or plots but the way the story is delivered. Maybe this means that a 30 minute show is delivered in three 10 minute elements so that it can be consumed by an audience with viewing ADD.

## Understanding Your Audience Drives Higher Ad Yields

The way to combat declining CPM and CPC rates, fragmented audiences and digital platform competitors, is to know your audience and monetize that audience with your world-class content. The first step of that is a comprehensive audience analytics solution that feeds your advertising and content distribution platforms and delivers even more value to your advertisers. Let Unifi show you how that is delivered. Contact us to learn more about SoloCast Audience Analytics.

**About Unifi** Unifi provides Data as a Service in an integrated suite of self-service data tools that include Governance & Security, Cataloging & Discovery, AI-Assisted Data Preparation, Community Collaboration and is Cloud-Optimized. Governed by IT and operated by business users, Unifi alleviates data bottlenecks and delivers faster business insights.



1810 Gateway Drive, Suite 380, San Mateo, CA 94404 | 844-TO-UNIFI | info@unifisoftware.com | unifisoftware.com