Digital Transformation of Media and Entertainment with MicroStrategy 10
The challenge
With the ubiquity of internet access, the proliferation of mobile devices, and the emergence of wireless streaming services, today’s consumers can access media content on their own terms – from any place, at any time, on any device. For media companies, this diverse mix of distribution pathways makes it much harder to track the consumption behaviors and demographics of their audiences, which can undermine traditional advertising revenues. With less direct control over the end-user relationship, media companies must retain their relevance by delivering exceptional content, employing more sophisticated audience analysis, and running better targeted marketing campaigns.

The solution
MicroStrategy 10 is an integrated platform that enables media organizations to integrate data from a wide variety of internal and external sources so they can make more informed decisions on budgeting, programming, packaging, and advertising. By leveraging advanced analytics with MicroStrategy, organizations can identify the right advertising pricing and packaging to sustain growth. Media companies can also use multi-source capabilities to blend data from external sources, like Nielsen, clickstream, and social networks to build a holistic view of their audiences, obtain real-time insights into what people are watching and how they’re watching it, and make smarter advertising and programming decisions.

MICROSTRATEGY 10 helps media organizations digitally transform their businesses.
The challenge
Audiences can now obtain and consume creative content through an array of third-party distribution channels including physical stores, internet purchases and rentals, and online streaming services. Media companies need to provide category managers with detailed insight into those distribution channels so they can better coordinate with licensees to improve profit and boost market share.

The solution
Using MicroStrategy’s multi-source and data blending capabilities, this application aggregates measurement data for sales and digital downloads, giving category managers deep insight into the productivity of their major retail distribution channels, such as iTunes, Amazon, Walmart, Target, etc.

Using the application, managers can quickly visualize sales performance across physical purchases, digital downloads, and video-on-demand for a particular film (or other media content – books, music, etc.), determine whether sales are meeting forecasts, and take corrective action if needed.

Category managers can also drill down to see how titles are moving by format (DVD-SD vs HD/BD), or how they are performing versus other movies or competitors on a week-over-week basis.

Monitor retail distribution channels to help improve profit and increase market share.
The challenge

Competition for audience attention is rapidly increasing and production costs are rising, so media firms need to perform due diligence on new creative efforts to ensure they are producing high-quality content with a clear path to profitability.

The solution

Media planners can use MicroStrategy to obtain a comprehensive view of the market potential for new films, shows, or other content. By tapping into private and public data sources, media firms can examine the historical performance of similar projects and assess the potential audience response to certain genres, actors, or topics. In addition, these solutions help planners predict the potential ROI from advertising, physical sales, and other merchandizing which they can balance against the anticipated cost-to-produce. These solutions can also consolidate release schedules across the industry so planners can see the competitive landscape at the anticipated time of release.

This particular screen supports a TV broadcaster’s budgeting process for a collection of potential new shows across several different genres. The dashboard examines the advertising potential for each pilot along with insight into how the production budget is tracking versus its target. Using additional tabs, planners can drill into analytical reporting related to audience demographics and distribution channels.
**The challenge**
With the emergence of over-the-top distribution alternatives, it’s more difficult for media companies to understand the demographics and interests of their audiences. They need solutions that provide consolidated insight into audience behaviors to help them make better programming and production decisions.

**The solution**
MicroStrategy allows media companies to consolidate measurement data for conventional and online media distribution alternatives providing a comprehensive perspective of viewing behaviors. Organizations can also bring in audience demographic data, enabling planners to better understand who is watching which shows, through which distribution channels, and on which devices. With this insight, planners can better optimize their program lineups, perform more effective pilot evaluations, and fine-tune their advertising efforts.

This particular screen examines a broadcaster’s programming distribution across live TV versus streaming alternatives so programmers can easily identify the most popular programs across each platform and observe audience viewing trends over time.

Make better programming and production decisions with insight into audience viewing behaviors.
**MOBILE APPLICATION: ADVERTISING SALES**

**The challenge**
Advertising is a vital revenue generator for virtually every type of media organization - studios, TV broadcasters, publishing companies, etc. As audience attention continues to be diluted across an ever-increasing range of consumption options, advertising sales teams need better tools for engaging agencies and prospects.

**The solution**
Using MicroStrategy Mobile apps, media companies can put audience insights and prospect information directly into the hands of advertising sales teams. With in-depth analytics on audience consumption behaviors, sales reps can demonstrate the value of potential advertising slots by showing prospects where consumer eyeballs are going. In addition, sales reps can instantly view the status of existing agency relationships and advertising programs so they can have more informed and productive interactions with their customers.

This screen is an at-a-glance dashboard for media advertising executives to assess the current state of their business. They can instantly view top performers by agency or vertical market and assess their current productivity levels. Likewise, they can quickly view the sales contributions from top advertisers, along with their most productive broadcast properties.

Help advertising sales reps efficiently manage their relationships with agencies and advertising prospects.
MOBILE APPLICATION:
AD CAMPAIGN PERFORMANCE

The challenge
The proliferation of online distribution channels gives advertisers a growing range of campaign vehicles for reaching consumers. With more ad placements dispersed across more publishers in more formats, it’s increasingly difficult for advertisers to monitor their campaigns and identify what’s working and what’s not.

The solution
MicroStrategy allows organizations to consolidate and analyze massive volumes of campaign data and translate that information into intuitive reports and visualizations that clearly and quickly convey the status of ongoing campaigns. Summary headers let executives quickly digest the current and historical performance of digital ad campaigns, while views of top KPIs including impressions, reach, CTR, interaction rate, and conversion rate provide the essential details. Campaign managers can drill into even more detail for insights into the performance of specific publishers and ad placements. With this information, agencies and advertisers can continually adjust campaign tactics to help improve overall effectiveness.

Gauge the effectiveness of existing campaigns and develop better-targeted promotions.
Churn has always been a top concern for subscriber-based communications companies, such as cable and satellite operators, that provide the underlying delivery channels for a variety of media content. Churn is now also becoming a concern for over-the-top players as binge-watching viewing behaviors erode audience loyalty.

MicroStrategy enables integration with both internal and external systems, and provides communications executives, marketers, and operations and sales personnel greater insight into how customers interact across multiple products, services and touch points—helping to improve customer retention. By combining this data with information on demographics, social media mentions, network performance, billing, and call centers, organizations can get a 360-degree view of their customers.

MicroStrategy’s predictive modeling capabilities can help media organizations identify at-risk customers based on factors such as decreasing customer engagement, erratic viewing patterns, service issues, outages, complaints, demographics, and inquiries about better pricing. Media companies can then respond to at-risk subscribers with better deals, personalized offerings, and other incentives.
MOBILE APPLICATION:
SALES PERFORMANCE

The challenge
Media executives, particularly in the movie industry, need timely, detailed feedback on how new content releases perform as they move through the market. With huge investments riding on the success of a film, executives must have reliable intelligence at their fingertips in case the release strategy needs to be altered on the fly.

The solution
With MicroStrategy Mobile, media organizations can deliver detailed, current summaries of release performance directly into the hands of decision makers. These applications include detailed sales breakdowns such as box office for the weekend, per theatre, worldwide, and week-by-week. Map views enable executives to quickly assess sales summaries at the regional level, and then drill deeper for analyses on ticket sales. Within the app, executives can also compare a release against other movies in the same genre, or release timeframe. This particular screen highlights distribution trends for new movies by genre and their first eight weeks of box office sales.

Provide media executives with detailed insight into the performance of new content releases.

Visualize distribution trends for new movies by genre and box office performance

Compare distribution via physical sales, video-on-demand, digital download, or rental

Observe trends across distribution platform and genre related to box office success
**ANALYTICS APPLICATION:**

**SOCIAL MEDIA ANALYTICS**

- **The challenge**
  When audiences consume content through anonymous channels, such as OTT distribution, media brands lose valuable visibility into their customers. Increasingly, social media platforms are where fans gather to discuss what they are watching, and media brands need to hear and influence those conversations.

- **The solution**
  The MicroStrategy platform can easily connect to Facebook, Twitter, and other social media data sources. This allows organizations to provide a comprehensive analysis of the social media activity related to a particular media property. Monitor likes, comments, shares, and tweets over time to assess the property's historical social impact and explore moments with elevated activity. Identify the top influencers on social media so you can further engage them to augment marketing campaigns. Further, analyze posting trends and content to gauge the audience's overall sentiment about a release or marketing campaign.

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Analyze social media buzz to assess marketing campaigns and fan engagement.
SECURITY APPLICATION: ENTERPRISE DIGITAL BADGE

The challenge
The digitization of the media industry is creating great opportunities, but is also increasing its vulnerability to unauthorized access, which can lead to data breaches. Media companies succeed by bringing unique creative content to market, so they must tighten down physical and logical security to protect their valuable creative properties.

The solution
Usher enables media organizations to seamlessly control access to studios, offices, warehouses, and work sites, as well as their digital information. Using a secure, digital identity badge on their smartphones, employees can securely unlock doors and access logical systems.

Deployment physical and logical access controls to help protect valuable creative property.
SECURITY APPLICATION:  
FRICTIONLESS SIGN-IN

The challenge
The authentication experience of logging in to TV-connected accessories using clumsy remotes and controllers and on-screen keyboards is extremely cumbersome.

The solution
Built to address the wide range of vulnerabilities and challenges that have developed in the cybersecurity space, Usher offers features aimed at improving user authentication and access through password alternatives.

It is of course necessary for many TV-related applications to require authentication, especially in the contexts of parental controls and purchasing premium content. By using Usher or the Usher SDK, media companies can provision users with Usher digital badges on their personal smartphones, thereby allowing users to login to their gaming accounts, unlock mature content, and authorize one-time purchases – all by using a smartphone app to scan a QR code or be confirmed via Bluetooth proximity. Depending on media hardware capabilities, Usher can also be a part of a solution that turns a smartphone into a media remote control that collects usage information for enhanced reports delivered to account holders or corporate research teams.

Additional information:
- Traditional set-up boxes
- Streaming media players (Apple TV, Fire TV, Roku)
- Gaming consoles (Xbox One, PS4)
- Digital video recorders (TiVo, Channel Master)
Customer case studies

Learn how our customers are using MicroStrategy to digitally transform their business.
Houghton Mifflin Harcourt (HMH Trade), founded in 1832, is one of the oldest trade publishers in the United States. To effectively manage such an extensive list of titles, HMH Trade needs full visibility into all aspects of the publishing lifecycle. From monitoring publicity, tracking sales and stock levels of key customers, to overseeing warehouse inventory, decision-makers require access to critical information in order to meet the demand for popular titles. Also, the time and costs associated with reprinting and shipping are high, so staying aware of demand while monitoring supply levels is key to achieving the full sales potential of a given title.

HMH Trade uses its MicroStrategy app to equip each employee with easily accessible dashboards and reports. With these tools, HMH Trade executives monitor product line performance against prior year actuals and current year budgets. They also review daily updates of top-selling titles and customers, as well as incoming business for the current month and year.

The HMH Trade management team uses its MicroStrategy application 'Insight' to navigate unstructured data and gain a comprehensive view of HMH Trade customers, products, sales territories, and more. Account reps monitor progress against their sales goals and drill down into Customer Dashboards, where they can track customers’ orders and identify what top-selling titles their customers have yet to purchase.

Since implementing MicroStrategy, HMH Trade has been able to optimize overall performance by improving the flow of information throughout the organization. Today, HMH Trade has a user community of over 400 employees, 90 of whom access their mobile BI application every day. In 2015, HMH won the prestigious Ventana Research Technology Innovation Leadership Award. HMH earned this recognition for the success of Insight, the MicroStrategy Mobile application that the company uses to help drive efficiency and productivity throughout their enterprise.
Application

Founded in 2008, Sharethrough is an independent software company that offers an all-in-one native advertising platform that serves publishers, app developers, and advertisers. The company’s products are used by major publishers to create, manage, and sell native ads, and brand advertisers use Sharethrough’s native ad-buying platform to promote their content.

In an effort to accelerate and simplify their reporting capabilities, Sharethrough undertook an initiative to rebuild their data analytics environment, from the ground up. After switching to a cloud-based data warehouse, Snowflake, and implementing a middleware solution to integrate all of their data sources, Sharethrough deployed MicroStrategy self-service analytics to extend data access to nontechnical users. The company designed a workflow for users that presents data by priority, so information that demands the most urgent attention is displayed first.

With MicroStrategy, business users can monitor key metrics using intuitive data discovery and visualization tools. Account teams can analyze the performance of ads that publishers are running, and when problems arise, they can detect them early and quickly act to find a resolution. This has enabled them to deliver more proactive customer service that minimizes issues and drives customer satisfaction.

Additionally, Sharethrough’s sales teams and leadership now use MicroStrategy dashboards to demonstrate the effectiveness of their platform — in a highly visual way — to prospective publishers. And with MicroStrategy’s comprehensive reporting capabilities, Sharethrough can better monitor the performance of content, so they can develop strategies to improve their products.

Overall, the new analytics environment has enabled them to draw insight from their data faster, while making it easier and more intuitive for users to interact with data.
Tapjoy is a mobile, performance-based advertising platform that drives deep engagement and monetization opportunities for app publishers, while delivering valuable, engaged consumers to some of the world’s biggest brands. Tapjoy has a reach of more than 451 million mobile users each month (June, 2014) and the Tapjoy Mobile Value Exchange® model allows users to receive premium content in exchange for their engagement with advertisements. Tapjoy’s mission is to transform the way users engage with mobile content and the heart of its business is the mobile value exchange—which connects advertisers and users through mobile apps.

“We’re a technology company and data is critical to a lot of aspects of our business, so operationally we’re making decisions all the time about what ads to show what users, how to value ads, and how much to reward users. We have billions of rows of data coming in every day and we have tables that are billions upon billions of rows in our database that we use to do our inference and to do our study. We’ve touched over 800,000 different devices over the course of the last three years. We’re working with thousands of publishing partners and thousands of advertising partners on any given day and millions of users. We need lots of data and we need to understand how individual segments, however you want to cut the data, by geography, or advertiser type, or publisher type, or user type, give us insights about how we should grow our business. The cloud model is really attractive to us at Tapjoy. Instead of setting up a data center and investing in a lot of technology, we could launch the product the same way that we’ve hosted the rest of the technology that’s running our business. A significant use case for our use of MicroStrategy is to provide mobile BI to our partners, both on the advertising and publisher side of the business, and these partners need to have very close to real-time information so they can see at a glance what’s going on with their ads or with their apps. MicroStrategy stood out in a number of ways and had all the capabilities that we were looking for. Our company is built in the cloud, so MicroStrategy Cloud is a natural fit. I’d much rather spend time extracting useful insight from data than trying to keep servers alive and happy.”