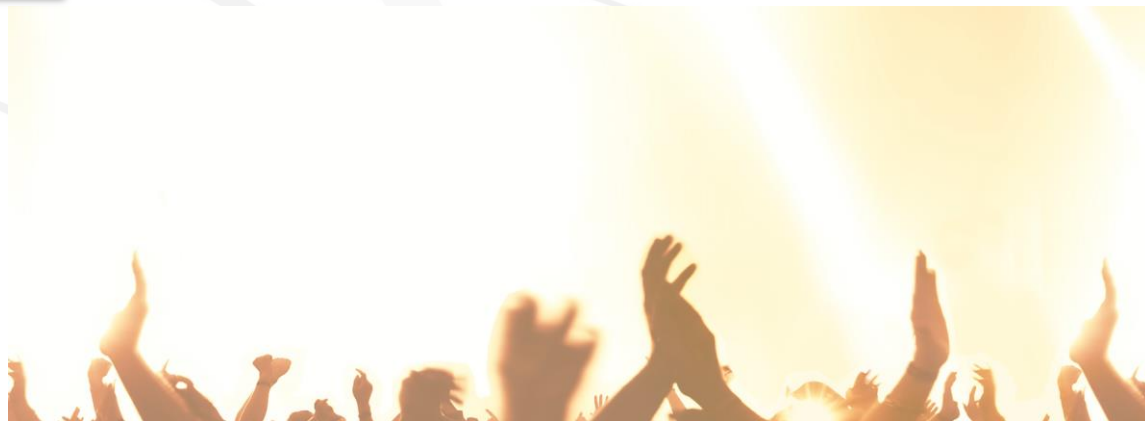




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Big Data Analytics for Audience Measurement & Personalization

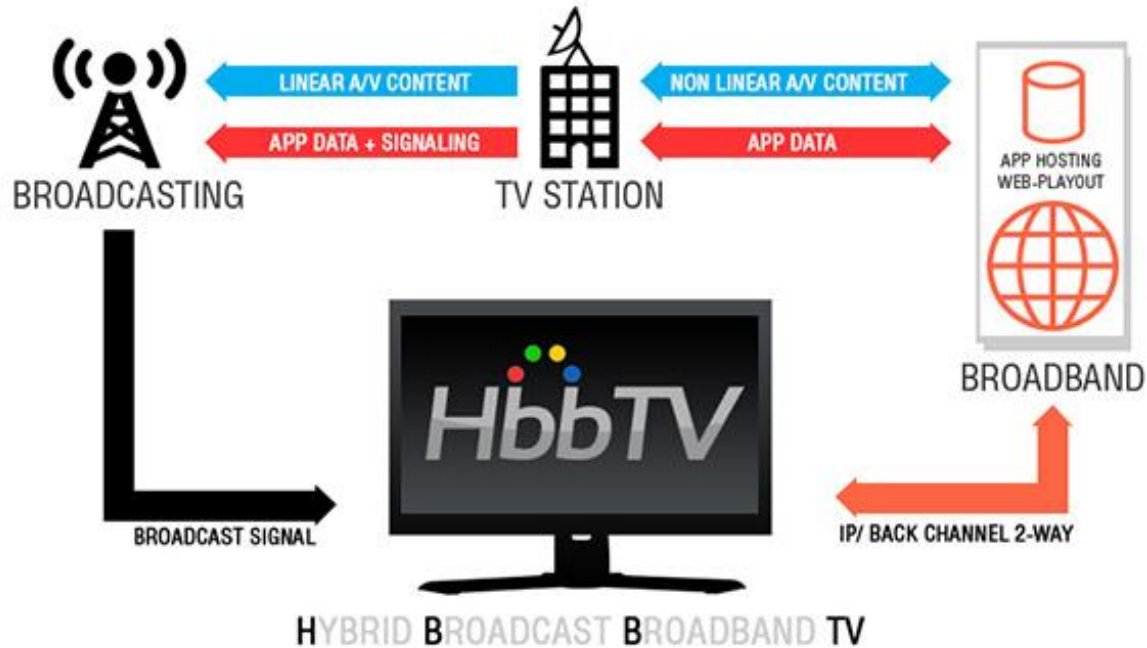
HbbTV Symposium at Madrid, October 2016





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HBBTV: The “1st Party Data treasure” for Linear TV





What is 1st Party Data?

- First party data is defined as information you yourself have collected about your audience.
- Is the most valuable data you can collect about your audience, and it becomes a powerful resource.



HBTV 1st party Data Power

- Behavior quality metrics
 - Lifecycle. How often?
 - Engagement. How long?
 - Loyalty. Who?
- Viewer segmentation by behavior and interests.
- Personalized Services
- Unified CrossChannel Measurement



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Big Data Analytics Platform

1st party

Device Data

2nd & 3rd party

Social Data

Open Data



Reporting

Receive

Analyze

Action

Big Data Trusted & Distributed Database

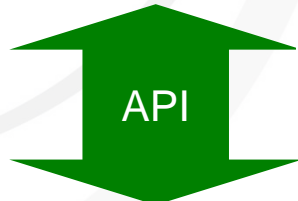
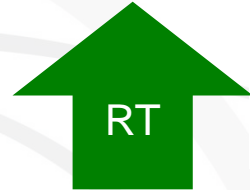


Behavior metrics

Viewer Segment

Personalize services

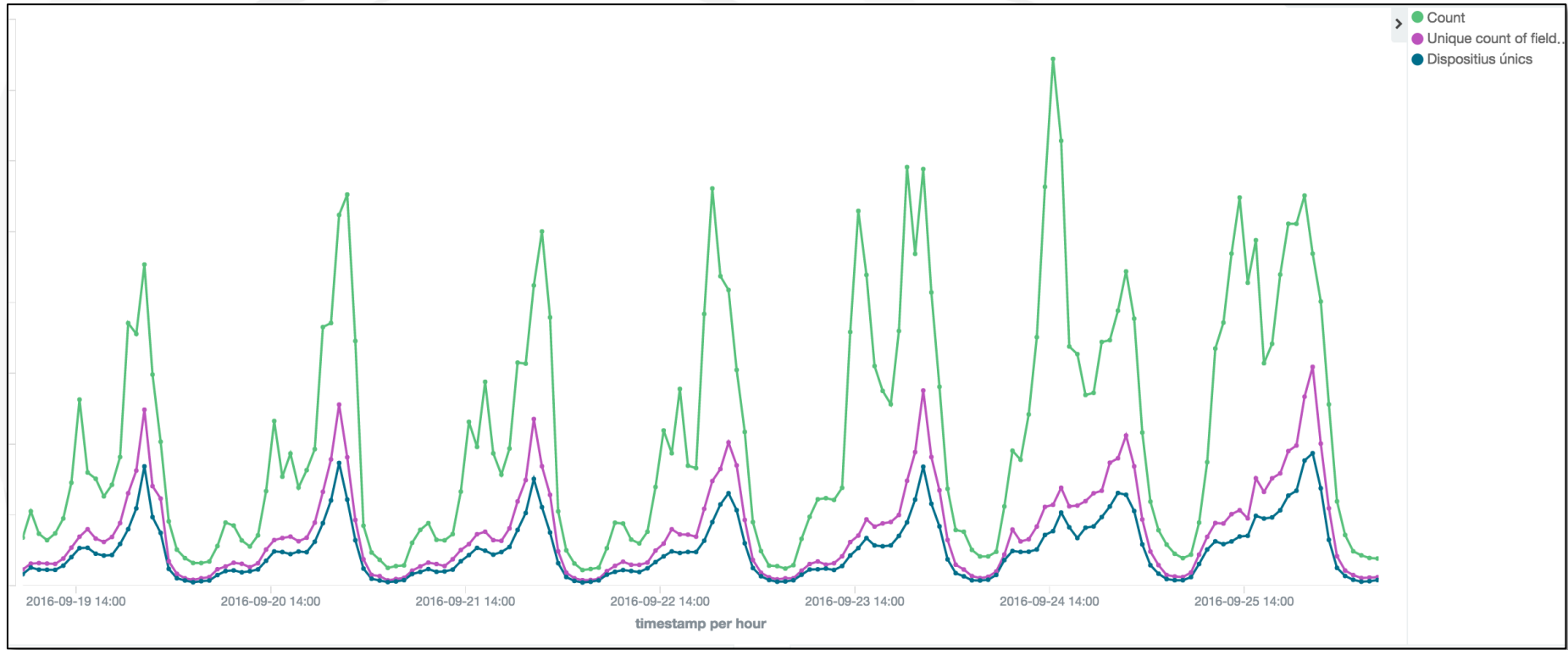
Unified Vision



Behavior – Unique users vs Min.viewed



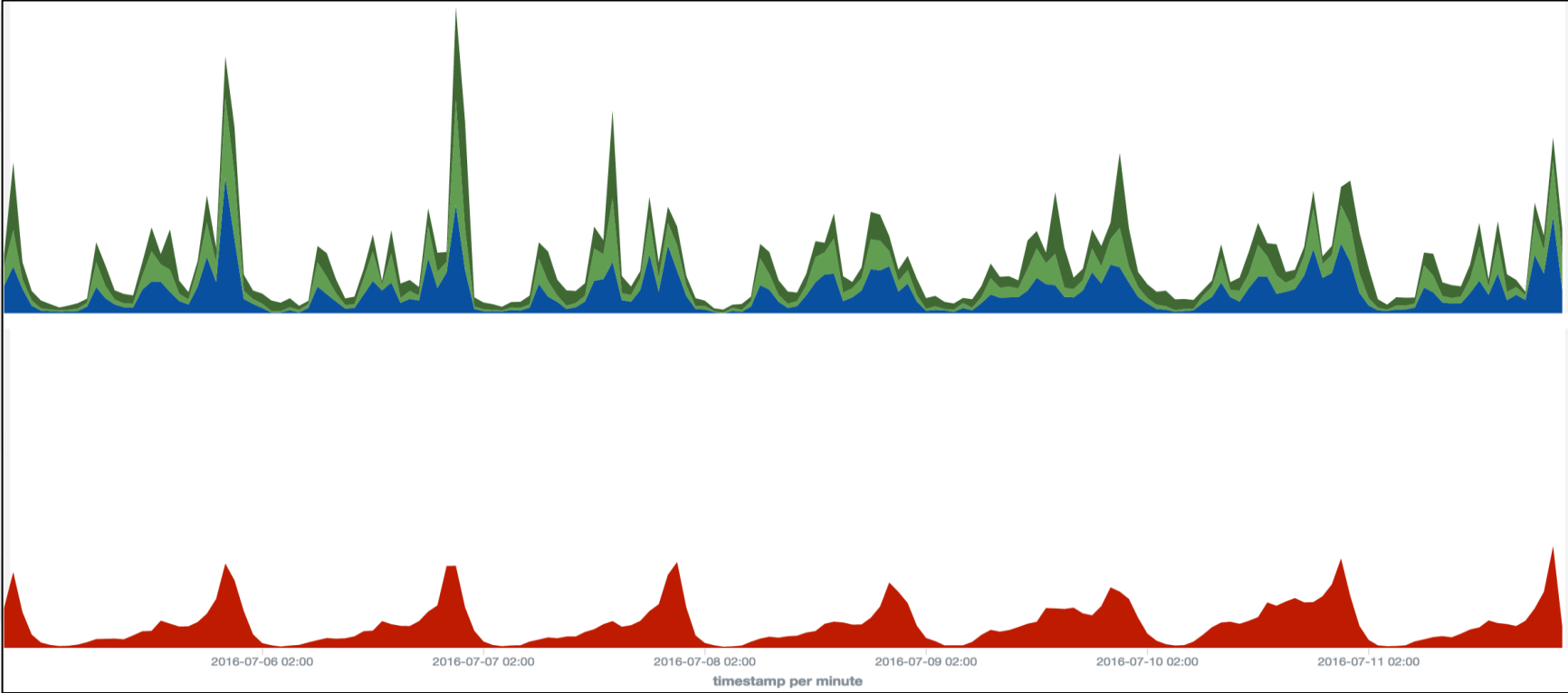
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Behavior – Loyalty vs Zapping



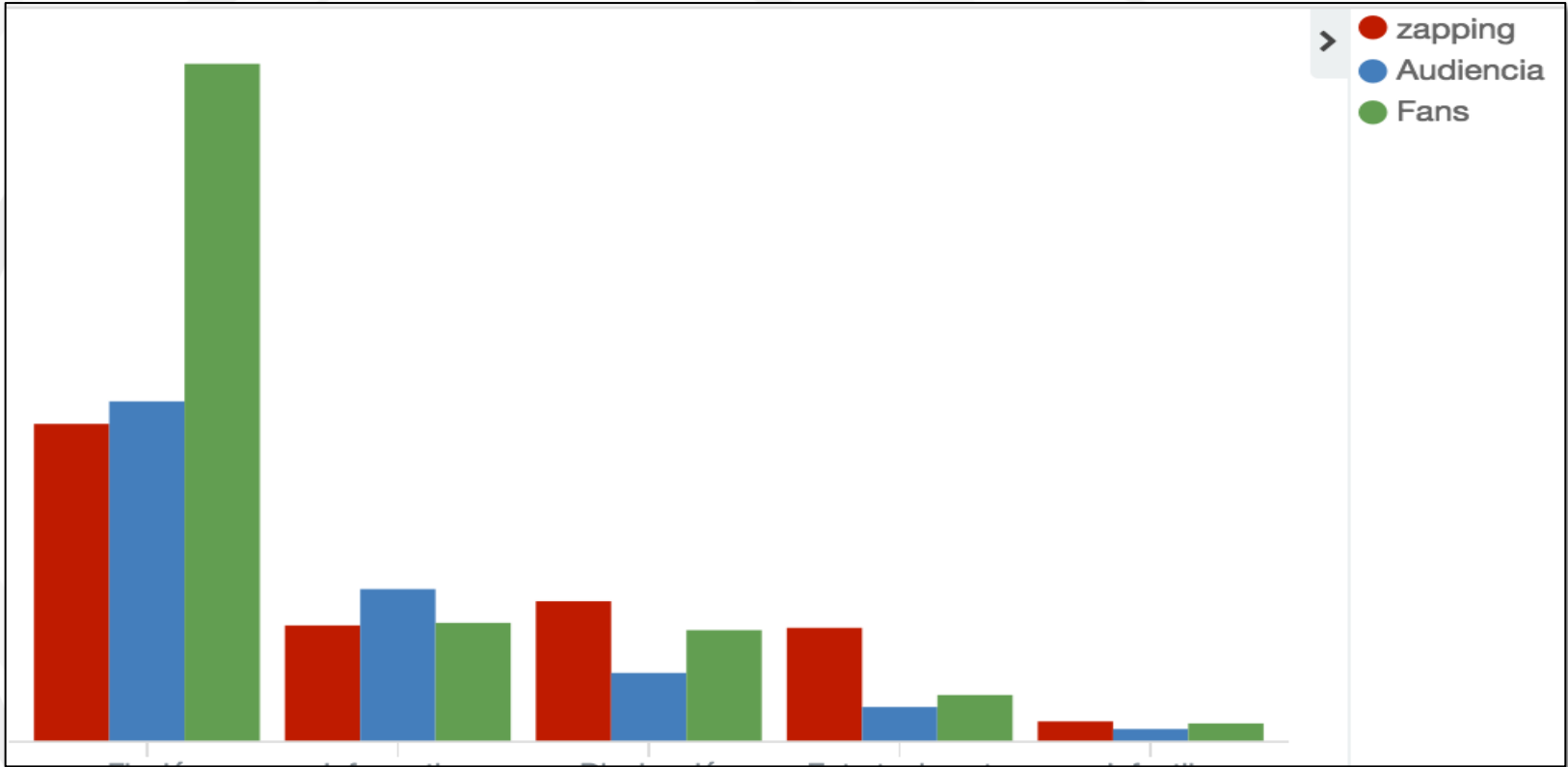
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Behavior – Content Engagement



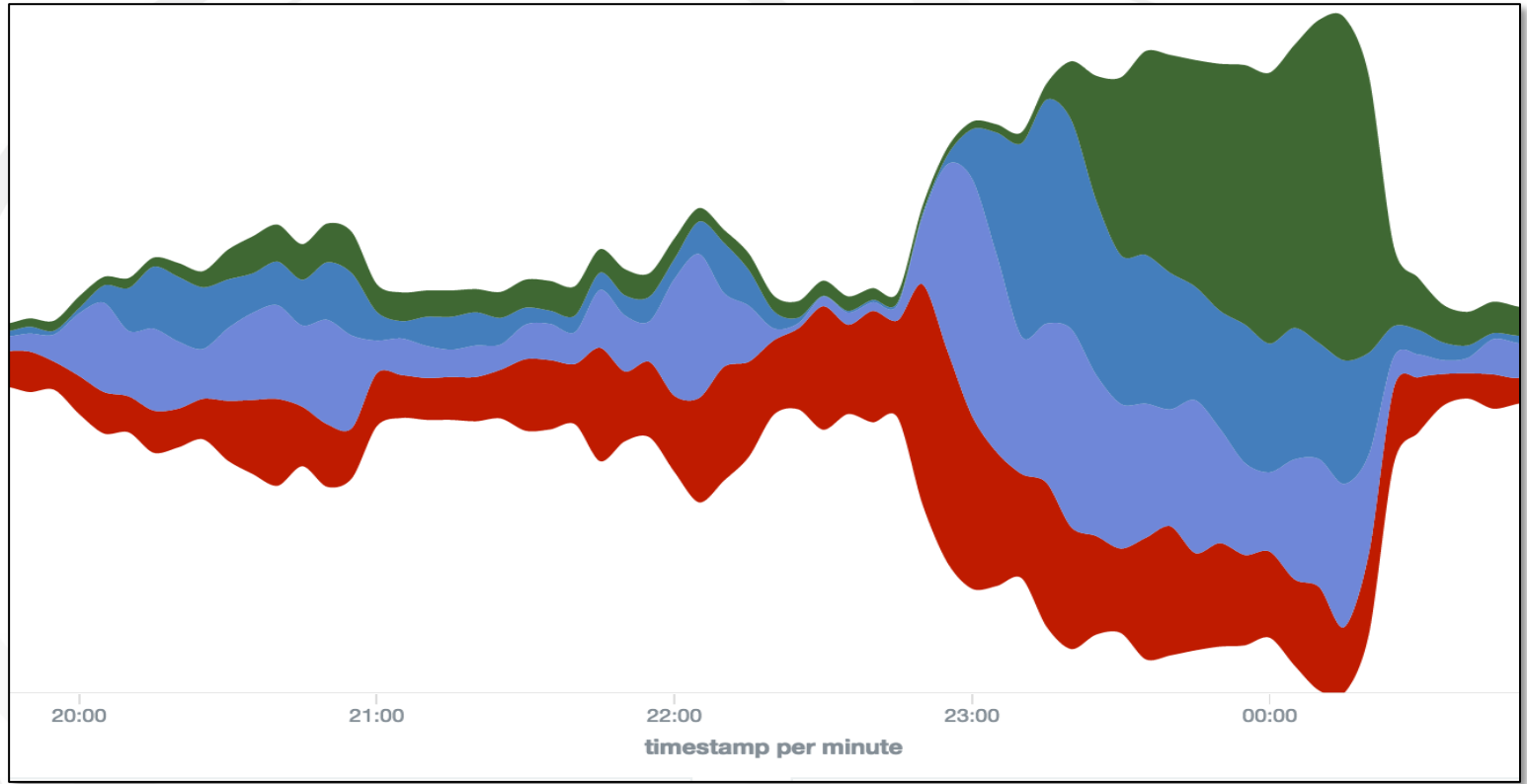
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Behavior – Viewer Loyalty



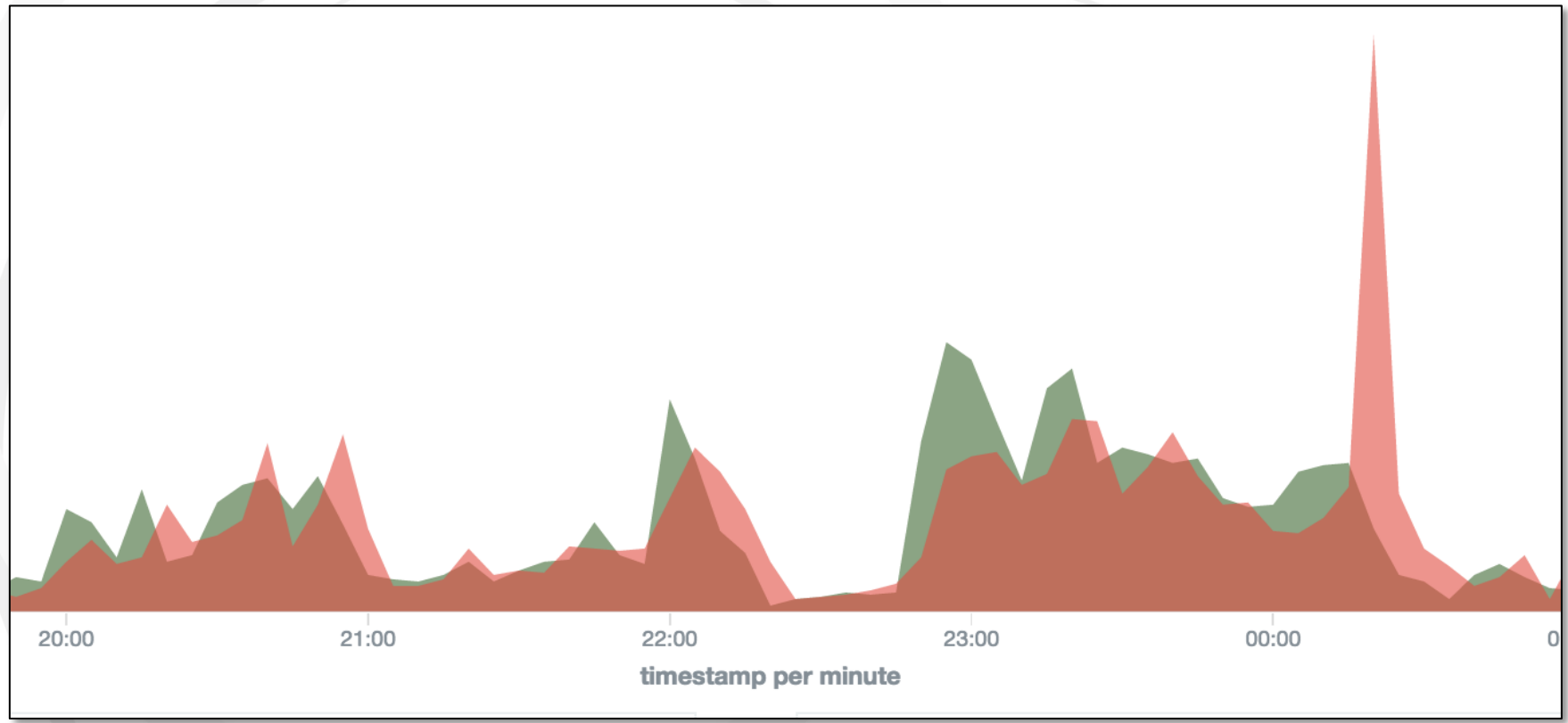
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Behavior – Viewers Entry&Output points detection



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Segmentation – Viewers Life Cycle



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Personalize – Similarity Recommendation



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Audiència ⚡ Q	Categoria Recomanada ⚡ Q	Score ⚡
Ficció	Actualitat	0.556
Ficció	Informatius	0.556
Ficció	Infantil	0.535
Infantil	Divulgació	0.644
Infantil	Infantil	0.644
Infantil	Entreteniment	0.493
Infantil	Ficció	0.493

Personalize – Alternative Recommendation



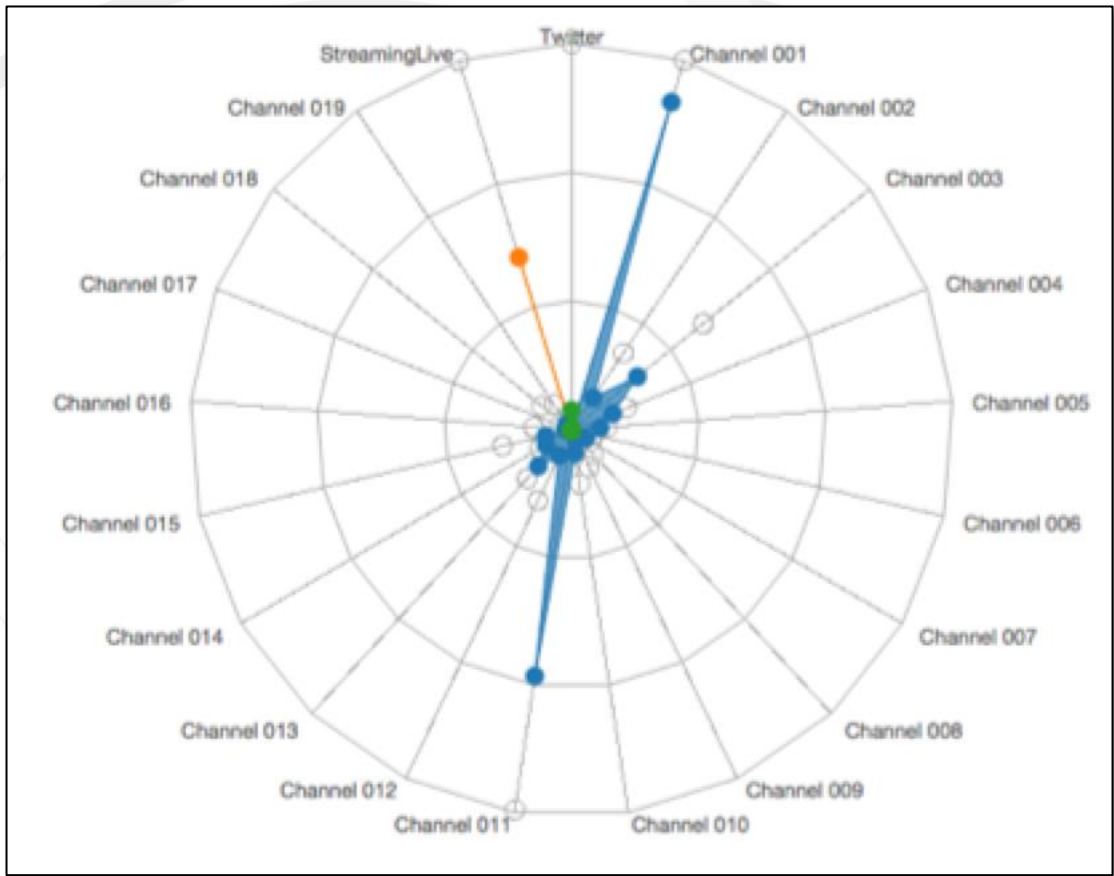
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Zapping ⚡ Q	Categoria Recomanada ⚡ Q	Score ⚡
Actualitat	Ficció	0.687
Actualitat	Divulgació	0.644
Actualitat	Entreteniment	0.644
Actualitat	Informatius	0.556
Actualitat	Infantil	0.384

Unified Vision – Radar Real Time 360°



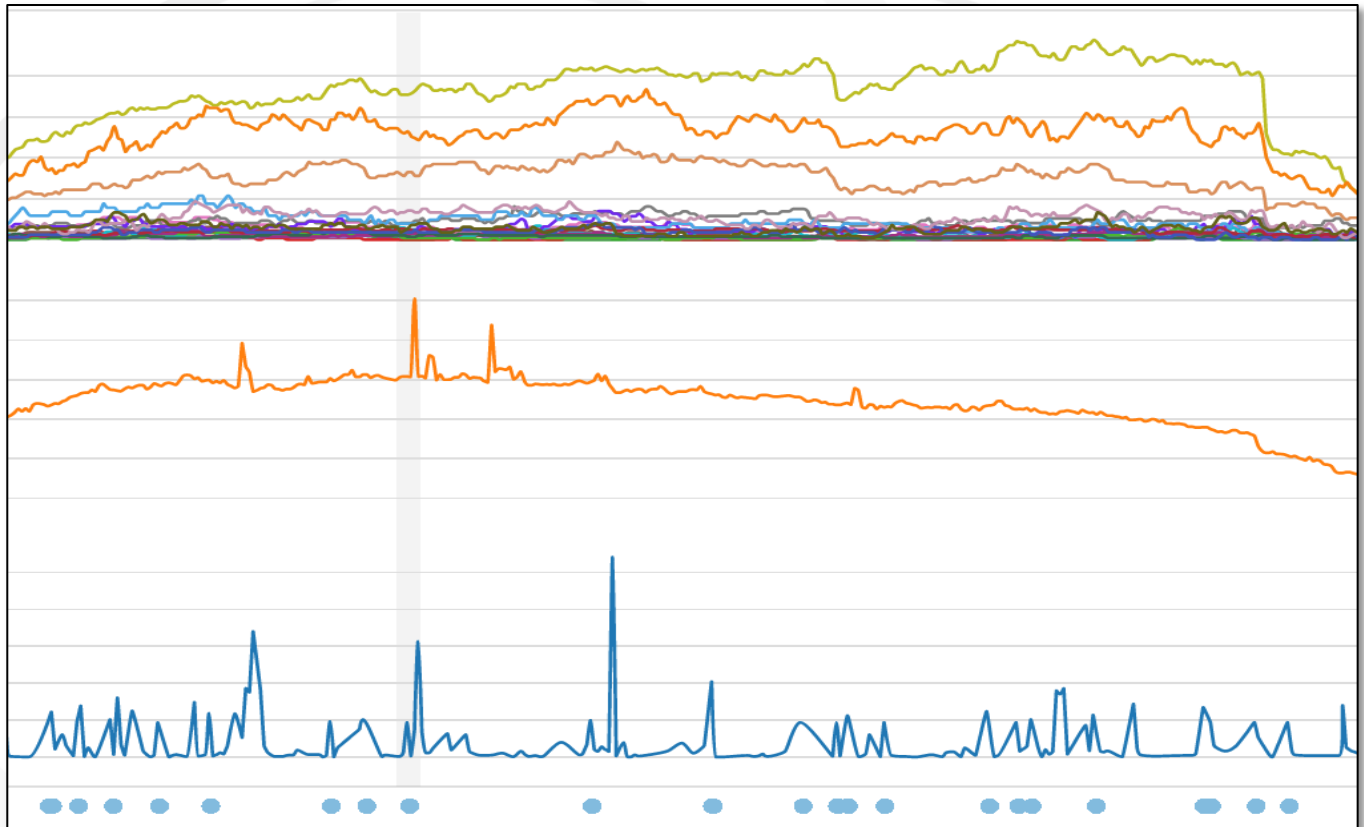
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Unified Vision – CrossPlatform Conversion



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Unified Vision – Multiplatform Content Synchronization



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HbbTV & Big Data Solution must have:

- 1st party Data: Strategic resource available to TV for the first time, authorized by users.
- Real time Processing and Reporting
- API encrypted: Secure sharing of sensitive data
- Certifiable and auditable: Open the black box of audience measurement
- Cloud platform: High availability, ready to use
- Customizable analytics: to achieve competitive advantage



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What's Next: CPA Protocol (Cross Platform Authentication)

HBBTV & BIG DATA FOR PERSONALIZED TV SERVICES ARE THE JOURNEY TO ID MANAGEMENT: CUSTOMER IDENTITY WILL BE THE BATTLE OF THE FUTURE FOR TRUE 1-1 COMMUNICATION



The First Business Analytics Cloud Platform for TV

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