

Location based analytics in Media Industry

Shrikant Pathak, Tata Consultancy Services

Shrikant.Pathak@tcs.com, Shrikant.Pathak@gmail.com

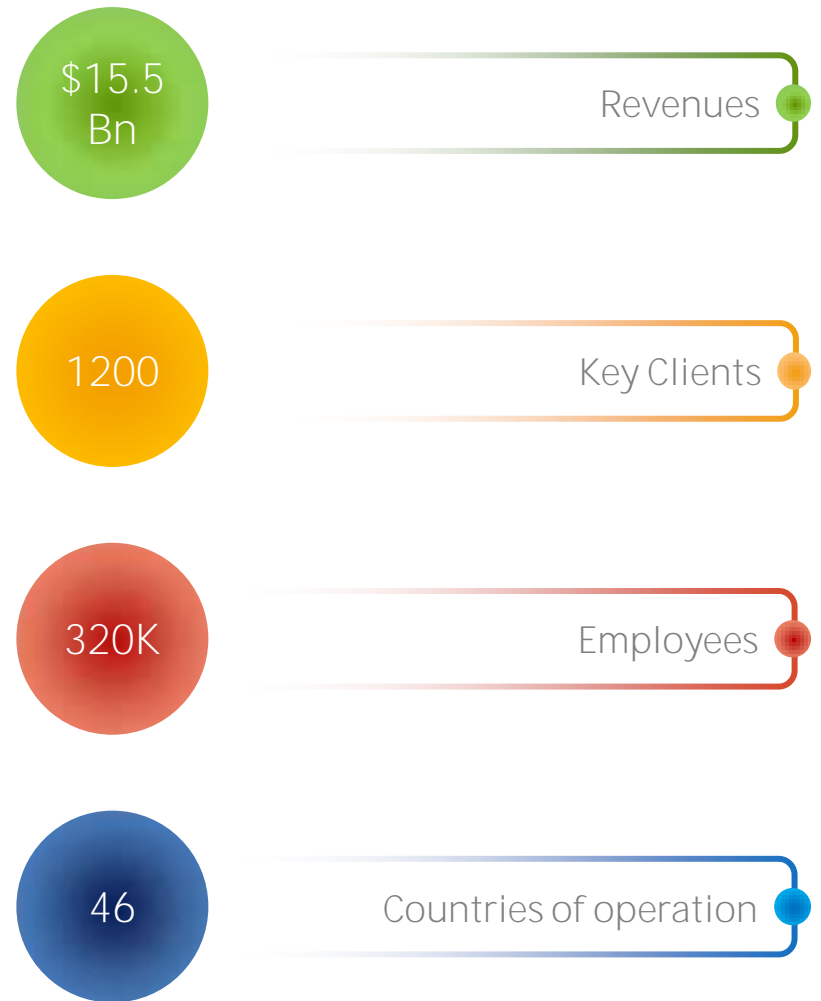
August 10, 2015

Full Disclosure | The company I keep

Tata Group

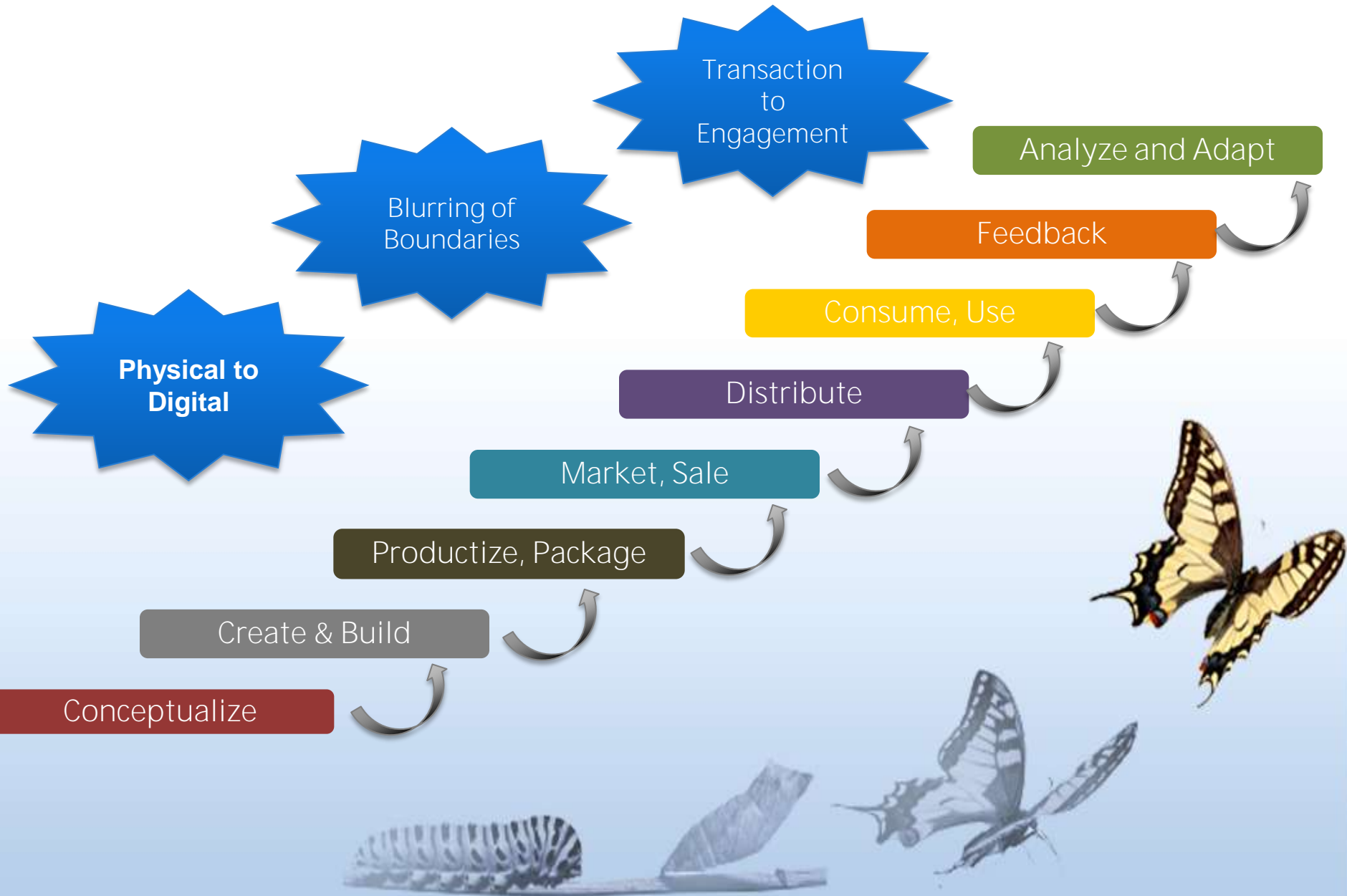


Tata Consultancy Services



Media Industry Metamorphosis | Significant change in value chain

Continuous engagement and analytics becoming core to all value chain elements



New products, new areas, new companies and new competition

- ▶ Changing Consumer Behavior and Expectations– **“House of Cards”**
- ▶ Significantly lowered barriers to entry – Amazon Self Publishing, YouTube, iTunes
- ▶ New products and new revenue model – B2B to B2C, Subscription
- ▶ Expanding Value-chain – **“Comcast and NBC”, LinkedIn and Lynda**
- ▶ Products and services appear interchangeably – VOD & subscription, consumer credit report & api integration
- ▶ New Players – Google, Amazon, Apple






What is happening in the Media and Info Services Industry?

- Wall Street slumps as media stocks hemorrhage (August 6th 2015)
 - Viacom down 23%, Disney ~ 9%, TFC Fox ~6%..... Fear of move away from cable (analog) to OTT (Digital)
- Digital is leading source of revenues for Information Services firms
 - Thomson Reuters ... 92% , Wolters Kluwer .. 80%
- “Netflix eats up fattest chunk of downstream internet bandwidth” ~ 37%
 - Netflix, Youtube, Amazon, HBO, Hulu...consume 60% + prime time bandwidth
- Media is turning digital at an increasing pace and as a result.....
 - Is location (in isolation) is losing importance in relation to other analytics attributes?

Types of interactions in Media and importance of location

Boundaries between digital and physical are blurring with time

- Physical to physical (physical goods sold from physical place)
 - e.g. paper book from Barnes and Nobles store
- Digital to Physical
 - E.g paper book sold from Amazon store
 - Digital or mobile advertisement for a neighborhood department store sale
- Digital to Digital
 - E.g. Netflix, CBS All Access, HBO GO, Amazon Kindle book purchase, many VOD subscriptions

What is Location Intelligence used for in Media?



>> Content or entertainment experience



>> Monetization, value-chain expansion

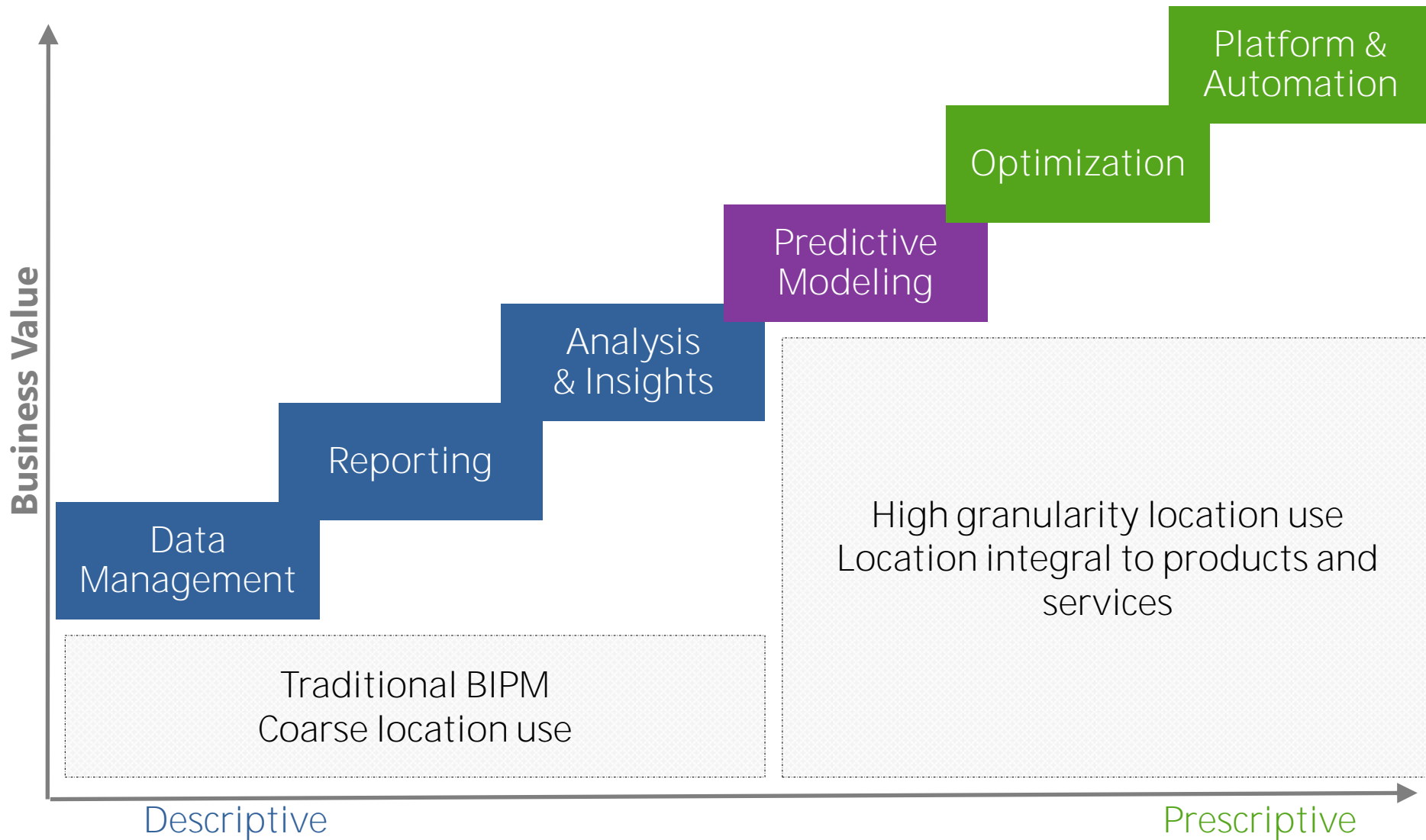


>> Targeted Advertising



>> Tracking and Measurement

Business analytics in Media | Maturity stages



- **Location information is relatively easily available ...**
 - Mobiles, cell towers, GPS, IP and address geocoding have solved the problem of getting geocoded data and with world going digital it will be even more easily available.
- Location intelligence use can and should grow in day to day business analytics
 - Low awareness of the potential
 - Hard to use and not yet super mainstream
 - Better solution articulation and business case needed
- Location also poses challenges of privacy, security, regulations and willingness of consumers to share the information as well as growing workarounds to beat the system (IP Spoofing)

TCS NAMED A TOP 100 US BRAND

IN BRAND FINANCE® TOP 500 US BRAND STUDY



#4 IT SERVICES BRAND



AA+ RANKING FOR THREE YEARS RUNNING

(HIGHEST DESIGNATION IN IT SERVICES)

RANKED #11 AMONG ALL US TECH COMPANIES

TCS' RANKING – 57

RANK 2015	BRAND	INDUSTRY GROUP	BRAND VALUE 2015	BRAND RATING 2015
1	APPLE	TECHNOLOGY	\$128,303	AAA
2	GOOGLE	TECHNOLOGY	\$76,683	AAA
3	MICROSOFT	TECHNOLOGY	\$67,060	AAA
...
48	STARBUCKS	FAST FOOD	\$11,115	AA+
49	ACCENTURE	TECHNOLOGY	\$11,087	AA
50	COSTCO	RETAIL	\$10,552	AA
51	DIRECTV	TELECOMS	\$10,335	AA+
52	UNITED HEALTH GR.	PRO SERVICES	\$10,231	AA
53	GOLDMAN SACHS	BANKS	\$9,403	AA+
54	CAPITAL ONE	BANKS	\$9,392	AA
55	GILLETTE	COSMETICS/PERSONAL	\$8,988	AAA
56	MORGAN STANLEY	BANKS	\$8,888	AA
57	TCS	TECHNOLOGY	\$8,694	AA+
58	HONEYWELL	ENGINEERING & CONSTR.	\$8,615	AA+
59	VISA	DIVERSIFIED FIN. SERV.	\$8,528	AA+
60	CBS	MEDIA	\$8,405	AA+