

# Transforming Data into a Strategic Advantage

A Leading American Mass  
Media and Entertainment  
Conglomerate





A seven-year journey of **innovation and efficiency** with an American media conglomerate to

# Unlock \$1M in Annual Infrastructure Cost Savings



## The Backstory and the Business Challenge

Our client had multiple data sources, including Nielsen data, third-party media, and market research, which were not integrated, leading to fragmented data landscapes and inefficiencies in accessing and analyzing data. The manual data processing was time-consuming and prone to errors, resulting in delayed insights. The data architecture was costly to maintain and processes not optimized for cost efficiency.

The **absence of a robust data architecture made it difficult to scale and adapt to the growing needs of the organization**, particularly in handling multiple networks and diverse data sources. From a business impact point of view, the ad sales team struggled with delayed and inconsistent insights, impacting their ability to forecast ad sales and reach target goals effectively.

Overall, the ability to fully leverage data for strategic decision-making and ensure operational efficiency across their networks was hindered.



# SGA Approach

## STEP 1

To support our client's diverse data needs a **robust data architecture was created and maintained**, focusing on several key elements:

**Integration** of multiple data sources, process → **Data architecture** and data lake with audience and channel segmentation, outcome → **Automated insights**

A central feature of the architecture is the enterprise-wide data lake, consolidating relevant data for current and future analysis. We integrated multiple data sources - including third-party media, market research, and online entertainment databases - into this architecture, which now supports comprehensive audience and channel segmentation, enabling detailed demographic and competitive analyses.

## STEP 2

The architecture supported automated data processing and ad hoc reporting, **reducing the time to insights**. This enhancement has been particularly beneficial for our client's ad sales team, **improving their productivity by 20x**.

## STEP 3

We brought in innovations like the **implementation of an AI-driven Master Data Management (MDM) architecture** which automated the tagging of shows and **improved data accuracy and consistency**. By leveraging AI, we **built a manual reinforcement learning mechanism** which made content categorization more detailed, and we were able to **build more granular audience segments**.



# Impact Over Time

The initial requirements for the client were ensuring efficient data processing. We started with **localized data processing** and **ad-hoc reporting services**, focusing primarily on using Nielsen data. However, as our partnership evolved, we became a strategic partner spearheading the **creation of an enterprise-wide data lake** that serves as the **single source of truth (SSOT)** for all our client's current and future analytics needs.

## The Impact

Our work across the years positioned our client for future growth and competitive advantage in the rapidly evolving media landscape. They represent a holistic approach to data transformation, venturing into infrastructure, analytics, user experience, and strategic decision-making capabilities.

The impact of our work is evident in the tangible results achieved:

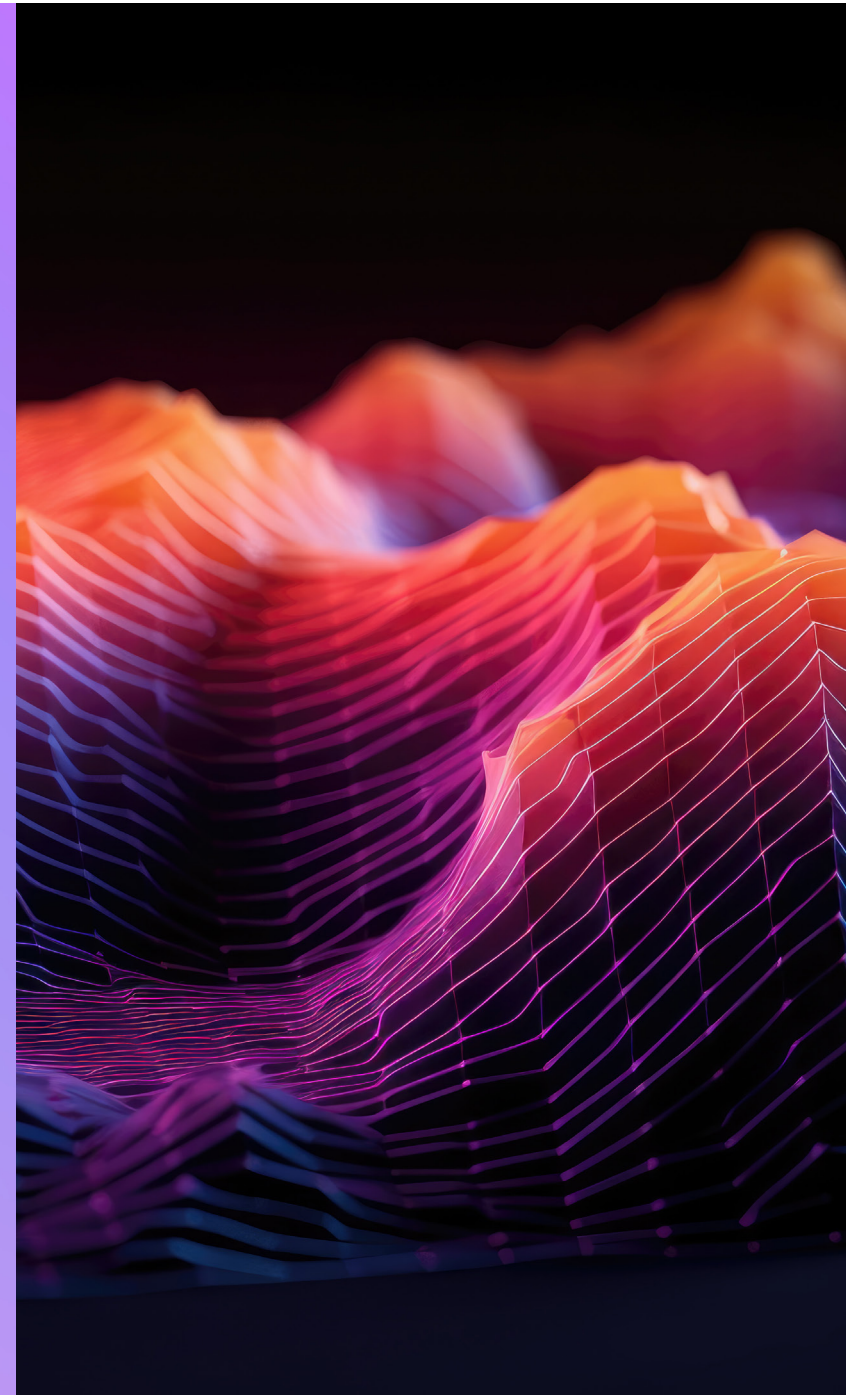
**20x** reduction in time to insights

**\$1M** annual infrastructure cost savings

**50%** decrease in the data science model run time with

**15%** increase in **efficiency**

Additionally, our **AI-enabled MDM architecture for tagging TV shows** and our **cross-network competitive programming analysis** have provided the client with a deeper understanding of demographic viewing habits, thus **enhancing their competitive edge** in the market.



## About SG Analytics

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