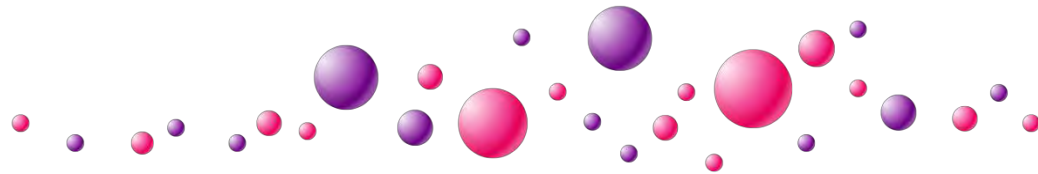


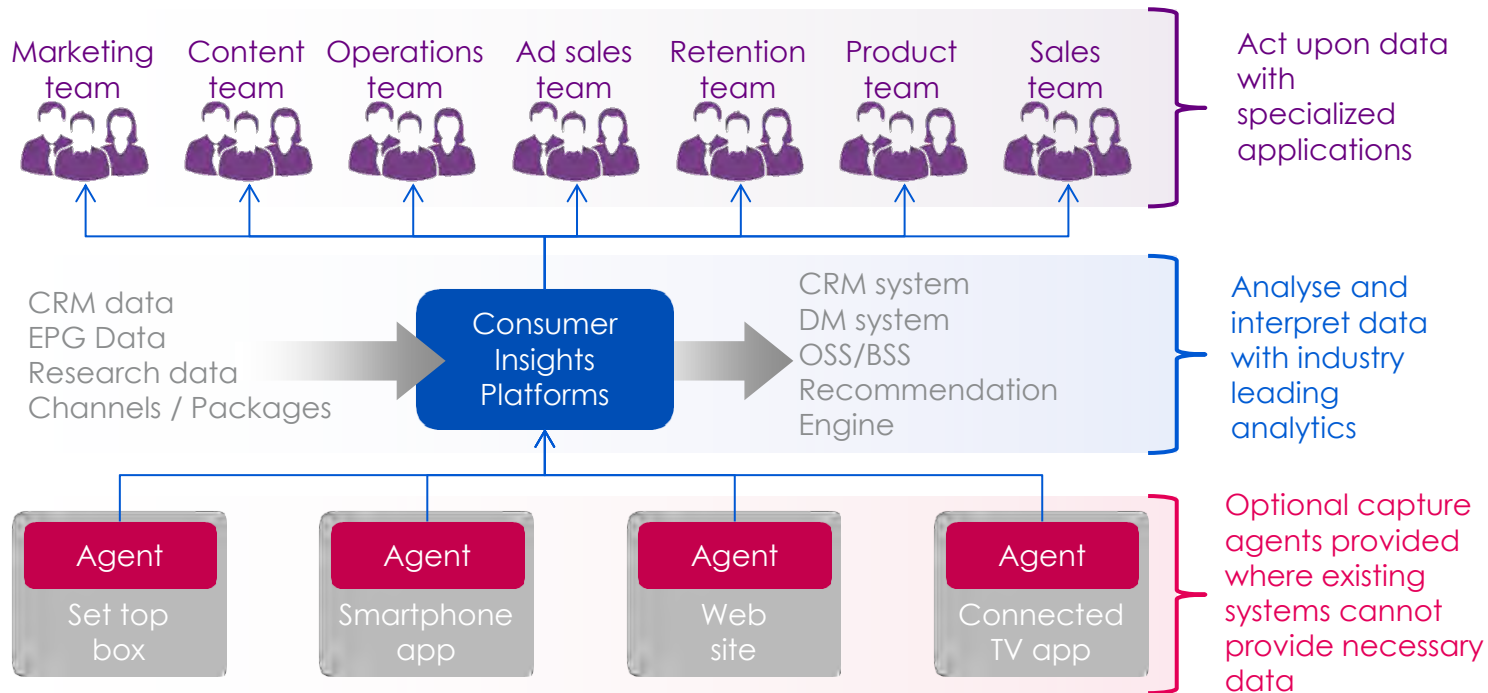
geniusdigital



More compelling and more profitable services



Operating  
in the dark



## Actions across the business



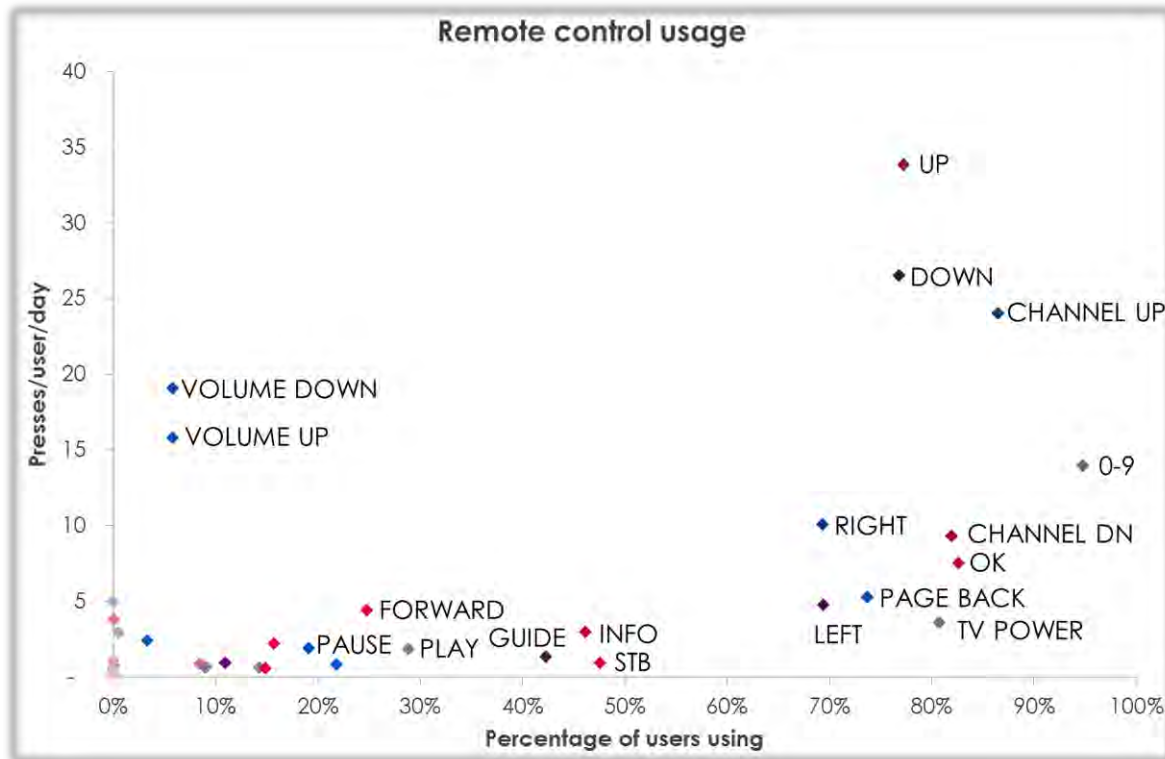
A close-up, low-angle shot of an elderly man with long, flowing white hair and a full white beard. He is looking downwards with a serious, contemplative expression. The lighting is warm and dramatic, highlighting the texture of his hair and the lines on his face. The background is dark and out of focus.

Magic is about  
knowing more than  
anyone else

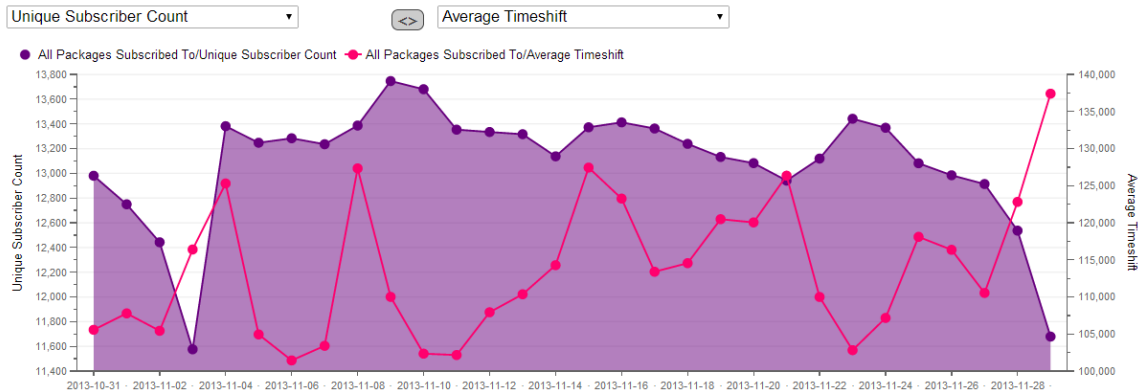
153,000,000,000



Getting  
the  
product  
right



Maximising  
the value  
of content  
spend



**Avg. Reach**

■ All Packages Subscribed To/Average Reach

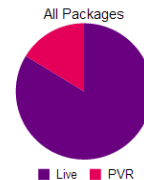


**Unique Subscriber Count**

■ All Packages Subscribed To/Unique Subscriber Count



**Consumption Method**



**Avg. Subscriber Viewing Time**

■ All Packages Subscribed To/Average Viewing Time Per Subscriber



**Avg. Timeshift**

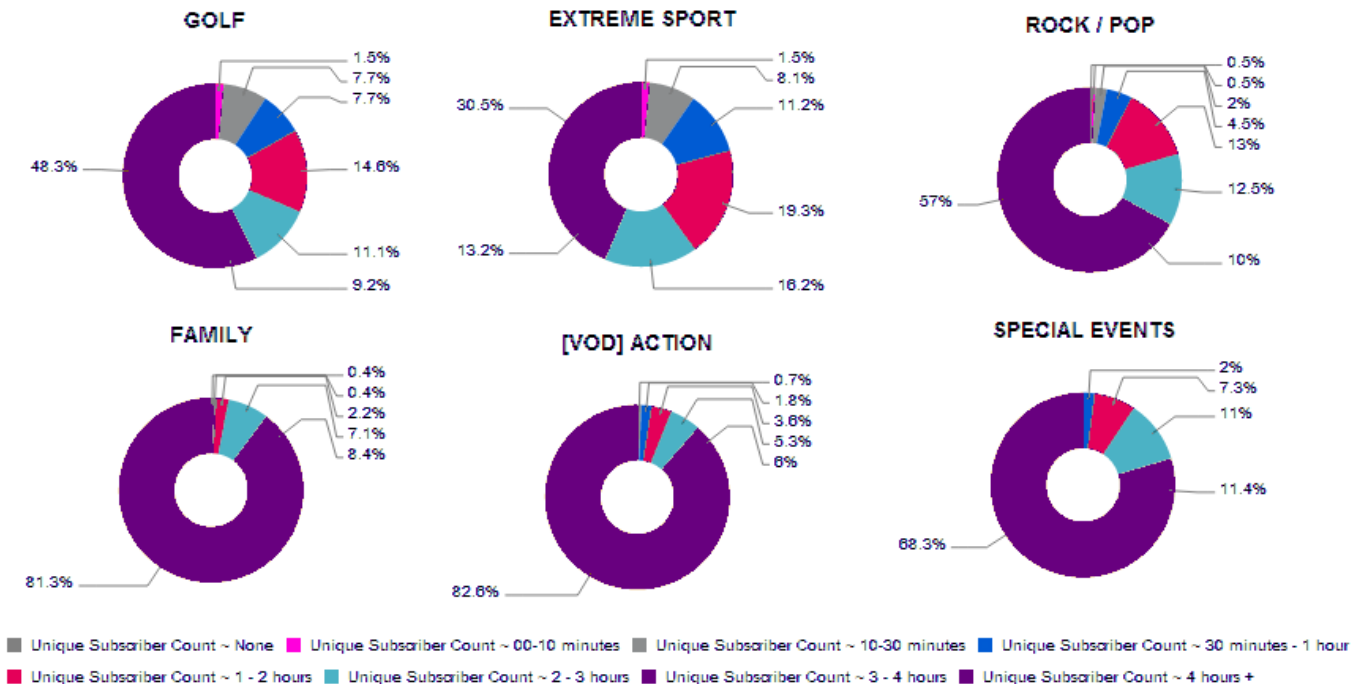
■ All Packages Subscribed To/Average Timeshift





Knowing more  
about your  
consumers than  
your competitors





Understanding subscribers



**Games**

**PRE WEEK 1**  
Aug. 9 - 13 SCORES  OFF

**BALTIMORE**  
 **ATLANTA**  
02:43 Q4

**GREEN BAY**  
 **SAN DIEGO**  
05:33 Q4

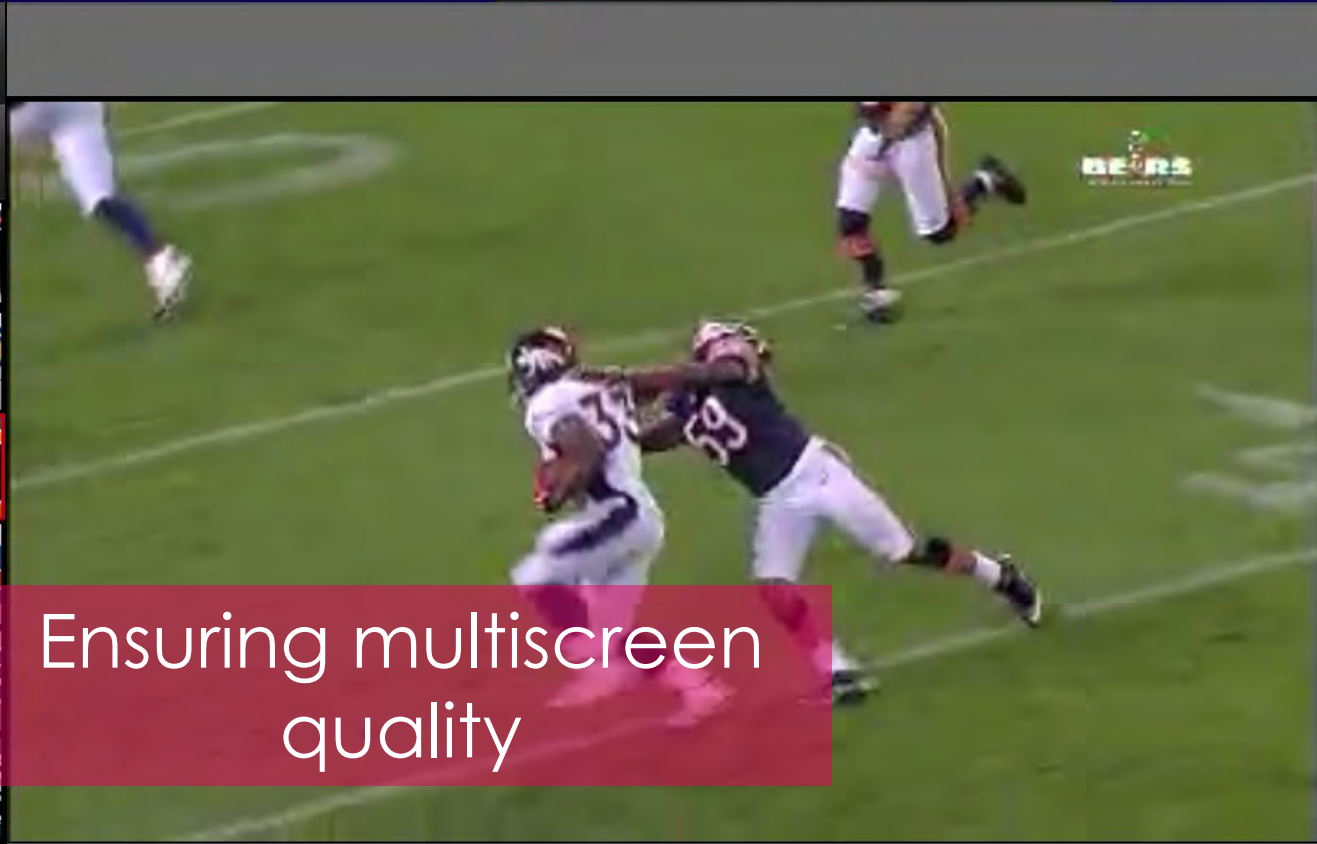
**DENVER**  
 **CHICAGO**  
03:26 Q3

**WASHINGTON**  
 **BUFFALO**  
FINAL

**NEW ORLEANS**  
 **NEW ENGLAND**  
FINAL

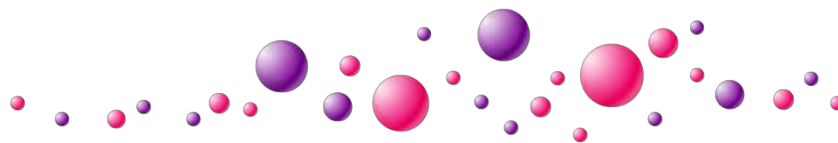
**PITTSBURGH**  
 **PHILADELPHIA**  
FINAL

**NEW YORK**  
 **CLEVELAND**  
8:30 PM ET



Subscriber ID	1222345
At risk of churn?	No
At risk packages	Children's pack
Recent changes	Removed pay content preference childrens Added free content preference childrens
Preferred pay content	Sport - football Movies
Preferred free content	Comedy Childrens
Dedicated pay content	Game of Thrones Football - Manchester United Movies - Peter Jackson
Dedicated free content	Coronation Street ITV News at Ten

# Personalising the consumer experience



Actions from data



a ROHIT SHETTY film

# CHENNAI EXPRESS

Maximising promo effectiveness

$$\dot{M} = \sqrt{\mu} / a^{3/2} = n/k$$

$$\dot{E} = \sqrt{\mu} / r \sqrt{a}$$

$$r^2 \dot{V} = x_w \dot{y}_w - y_w \dot{x}_w = \sqrt{\mu p}$$

$$\dot{r} = x_w \dot{x}_w + y_w \dot{y}_w = e y_w \sqrt{\mu/p} = \sqrt{\mu a} \sin E$$

$$r \dot{x}_w = -y_w \sqrt{\mu/p} = -\sqrt{\mu a} \sin E$$

$$r \dot{y}_w = (x_w + e) \sqrt{\mu/p}$$

$$y_w = (\cos v + e) \sqrt{\mu/p}$$

$$r \dot{s} = \sqrt{\mu a (1 - e^2 \cos^2 E)}$$

$$s^2 = x_w^2 + y_w^2 = r^2 + r^2 \dot{V}^2 = \mu (1 + 2e \cos v + e^2) / p$$

$$\dot{s}^2 = \mu \left( \frac{2}{r} - \frac{1}{a} \right)$$

$$v^2 = \left( \frac{ds}{dt} \right)^2 = k^2 s^3 = k^2 \mu \left( \frac{2}{r} - \frac{1}{a} \right)$$



$$\psi = \phi + \frac{1}{2} \theta$$

$$\omega = \dot{\theta}_0$$

$$X_\alpha = X_f \cos \theta + Y_f \sin \theta$$

$$Y_\alpha = X_f \sin \theta + Y_f \cos \theta$$

$$X_f = X_\alpha \cos \theta - Y_\alpha \sin \theta$$

$$Y_f = X_\alpha \sin \theta + Y_\alpha \cos \theta$$

$$\dot{X}_f = \dot{X}_c - \omega Y_c$$

$$\dot{Y}_f = \dot{Y}_c + \omega X_c$$

$$\ddot{X}_f = \ddot{X}_c - 2\omega \dot{Y}_c - \omega^2 X_c$$

$$\ddot{Y}_f = \ddot{Y}_c + 2\omega \dot{X}_c - \omega^2 Y_c$$

$$\ddot{X}_f = \ddot{X}_c - 2\omega \dot{Y}_c - \omega^2 X_c$$

$$\ddot{Y}_f = \ddot{Y}_c + 2\omega \dot{X}_c - \omega^2 Y_c$$

$$\ddot{X}_f = \ddot{X}_c - 2\omega \dot{Y}_c - \omega^2 X_c$$

$$\ddot{Y}_f = \ddot{Y}_c + 2\omega \dot{X}_c - \omega^2 Y_c$$

How many data scientists do you employ?

