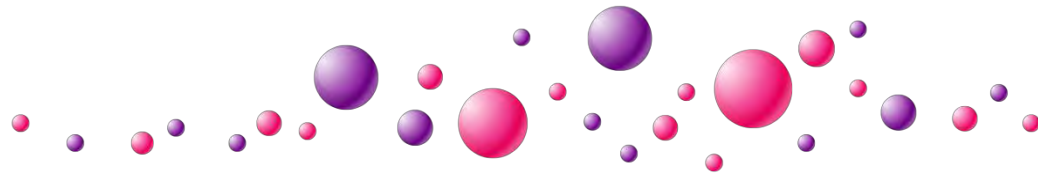


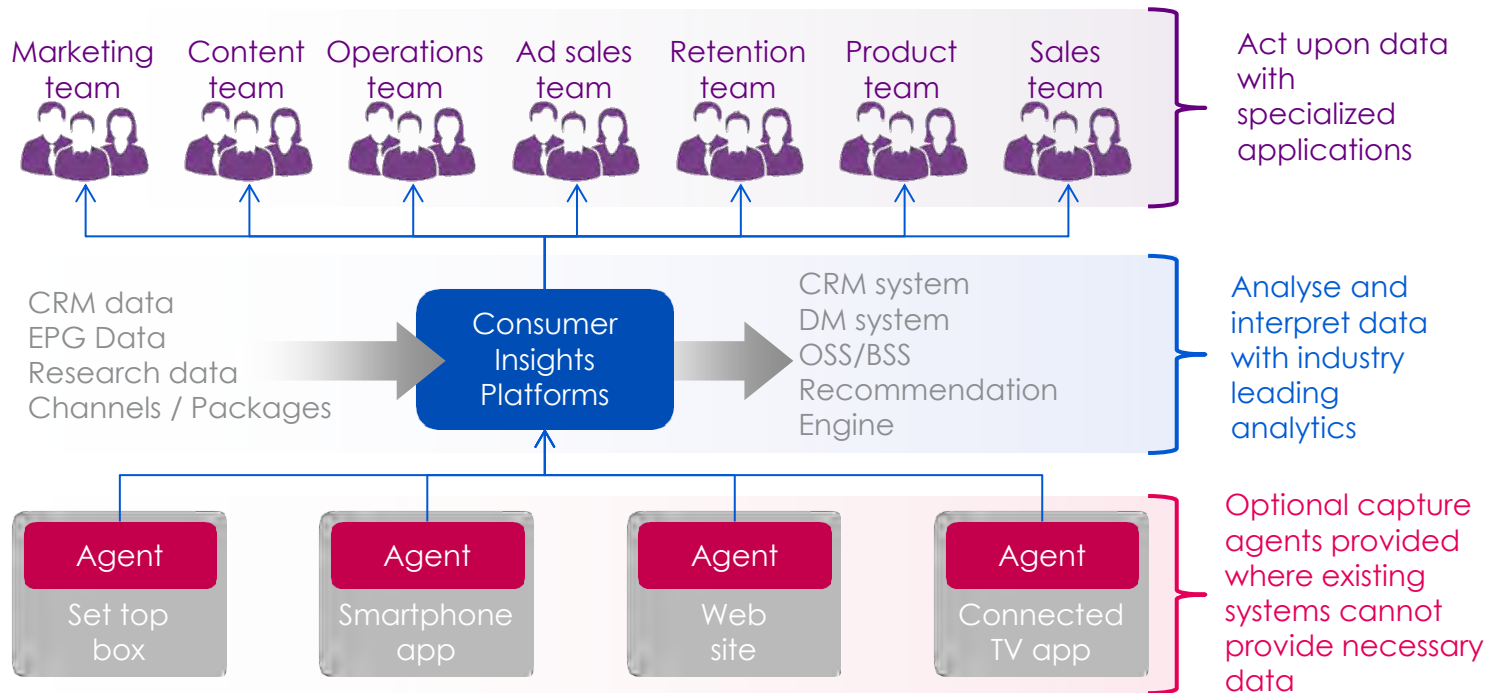
geniusdigital

Actions from data

More compelling and more profitable services



Operating
in the dark



Actions across the business



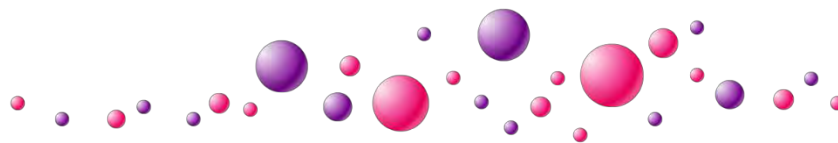
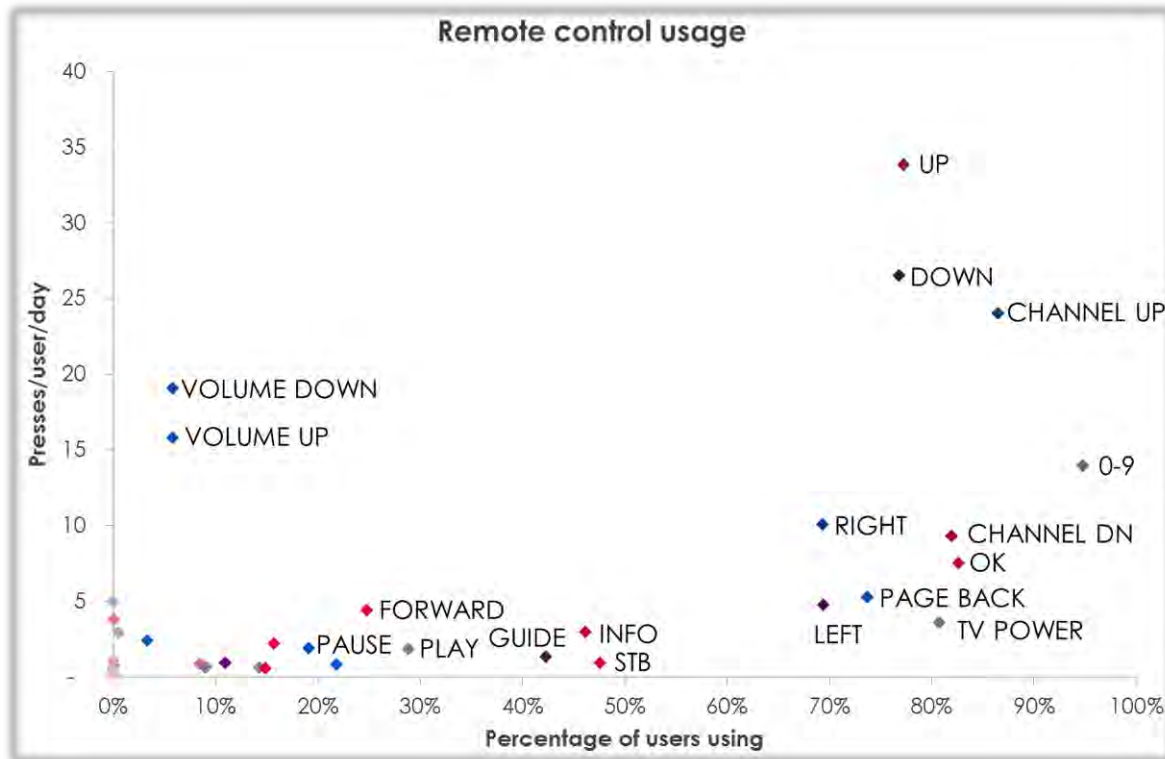
A close-up, low-angle shot of an elderly man with long, flowing white hair and a full white beard. He is looking downwards with a serious, contemplative expression. The lighting is warm and dramatic, highlighting the texture of his hair and the lines on his face. A semi-transparent pink rectangular box is overlaid on the left side of the image, containing white text.

Magic is about
knowing more than
anyone else

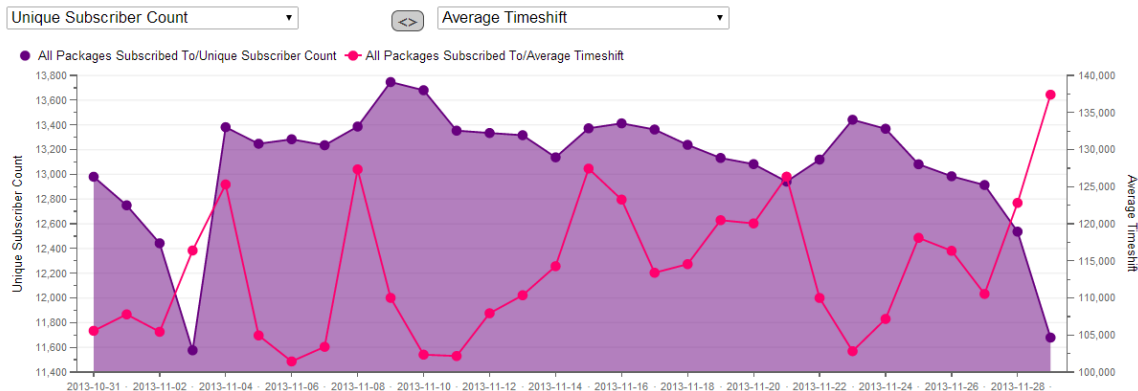
153,000,000,000



Getting
the
product
right



Maximising
the value
of content
spend



Avg. Reach

■ All Packages Subscribed To/Average Reach

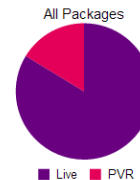


Unique Subscriber Count

■ All Packages Subscribed To/Unique Subscriber Count



Consumption Method



Avg. Subscriber Viewing Time

■ All Packages Subscribed To/Average Viewing Time Per Subscriber



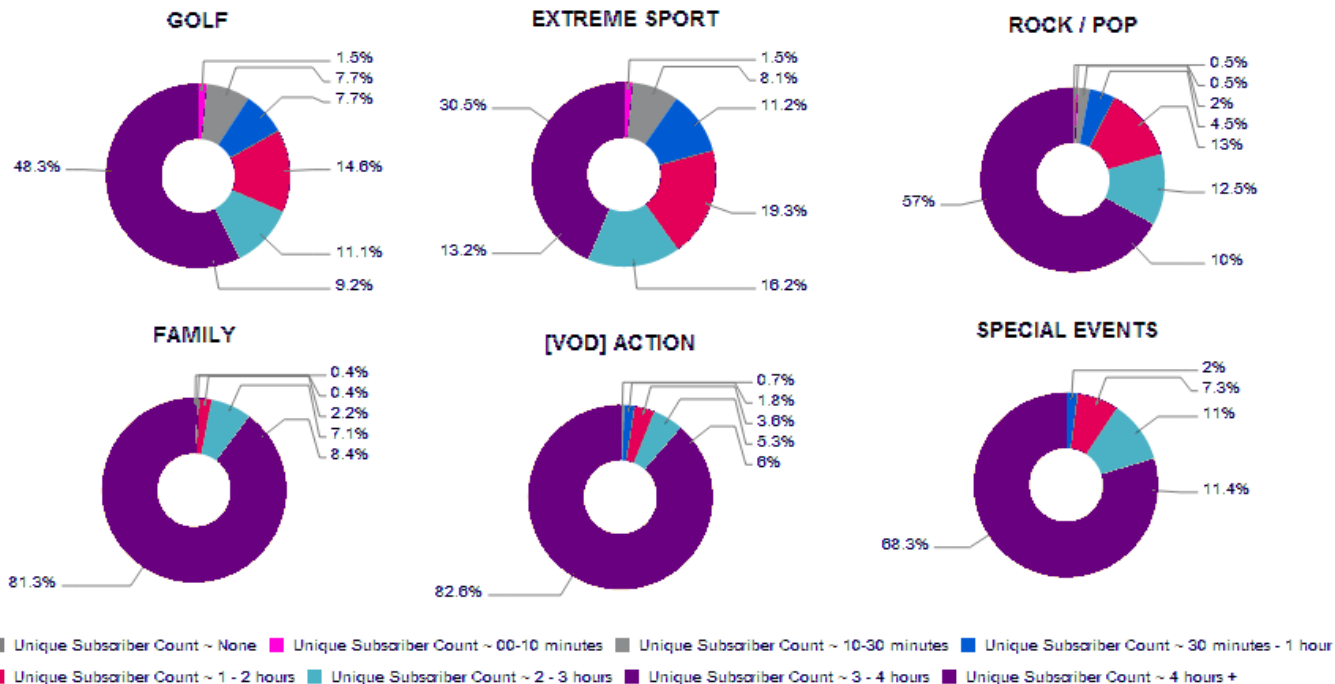
Avg. Timeshift

■ 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

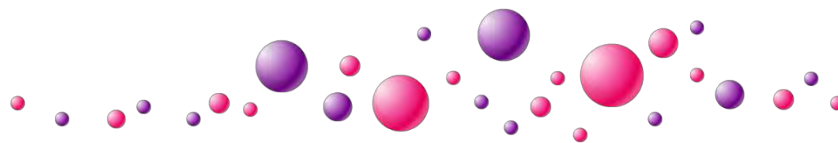
 **NEW YORK**
Actions from data 80 PM ET



Ensuring multiscreen quality

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

$$\ddot{X}_f = \ddot{X}_c + \omega \dot{Y}_c$$

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

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

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

How many data scientists do you employ?

