

scintel

Technology for a **Changing World**

Improving the estimations of TV programs' ratings

Company and Industry:

The client is in the business of projecting television ratings. These estimates are consumed by a variety of players in the Media ecosystem: broadcasters, ad agencies, and brands.

Impact:

The initial success in improving the timing and accuracy of estimates has given the client the confidence to proceed with an ongoing continuous improvement program. Initial version of the models increased the rating accuracy by over 30%. The project will also result in over \$5M* savings in data acquisition costs once new models that use less data are operationalized

PROBLEM:

The projected estimates can vary widely in their accuracy. Any ability to improve the timing and/or accuracy of the forecasts directly impacts the client's bottom line.

SOLUTION:

Scintel collected publicly available data (e.g. weather and sports news), market level demographic data and prior rating history of broadcasters and programs. This data (billions of data points) was fed into Prophesy running on a cluster of high capacity servers. The resulting predictive models have improved the accuracy and timeliness of program rating estimates.



This project brings an innovative thinking to one of the pressing problems our industry is facing with at the moment.

- Member, Client Steering Committee