

Digital Marketing and the Analytical Engine: Transformational Opportunities for Entertainment

Digital technology has changed personal and group communications, and the business landscape

The *Old Normal*:
Traditional business
with a growing digital
element



The *New Normal*:
Digital is the central driver of
future operating models,
consumer relationships, and
revenue growth

Consumers' new "normal"

The multi-screen experience

The changing reading experience

Recommendations shape choice

'My time', but it's a shared experience

Paying for quality and 'the experience'

Targeted advertising – make it worth it

Connectivity and rights barriers

Work – catching up with the way we play

Love it or hate it, always 'on'

They are
Mobile

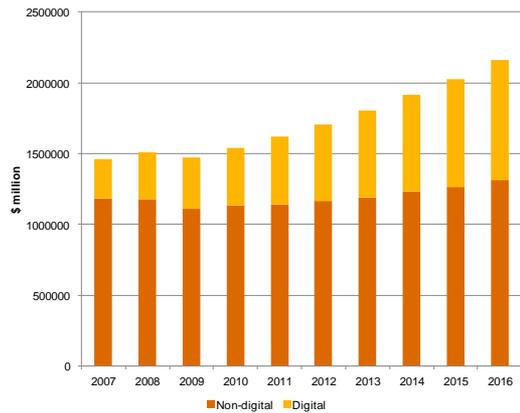


They are
Social



Digital infrastructure enables more direct consumer engagement...and metrics

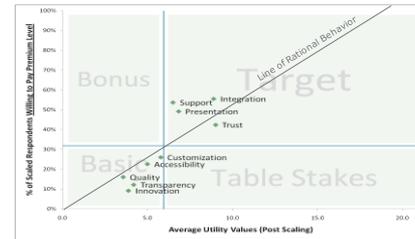
Digital spending drives global content growth



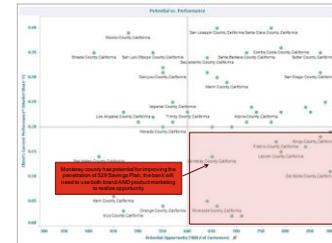
Digital is defined as:

- online and mobile Internet advertising
- mobile TV subscriptions
- digital music
- electronic home video
- online and wireless video games
- digital consumer magazine circulation spending
- digital newspaper circulation spending
- digital trade magazine circulation spending
- electronic consumer, educational, and professional books
- satellite radio subscriptions
- broadband and mobile Internet access

Experience Radar

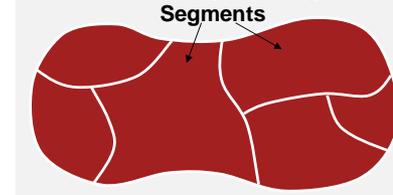


Demand Estimator

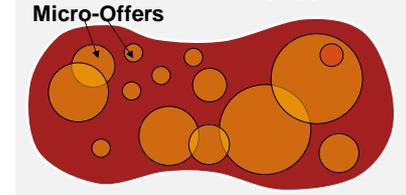


Segmentation vs. Micro-offers

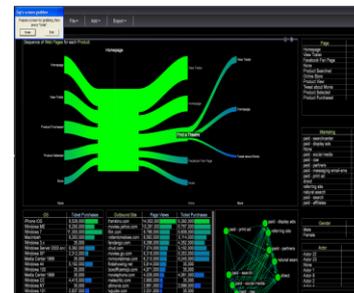
Segmentation - Top Down Approach



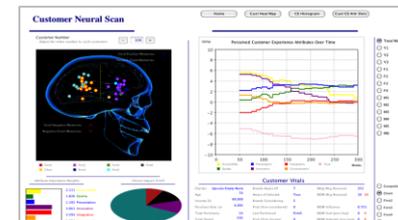
Micro-Offers - Bottom up Approach



Social Web Analytics



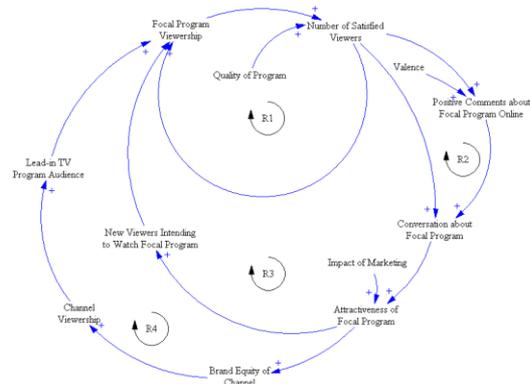
Behavioral Economics



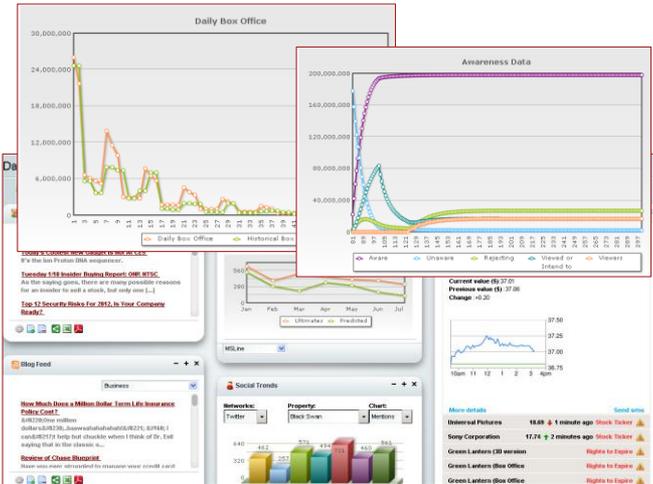
Visualization of web traffic courtesy of Adobe's Omniture Business Unit

How is the industry using these analytical techniques?

- *Do we have the right content in the right windows for the right amount of time?*
- *What kind of content is right for this new service/platform?*



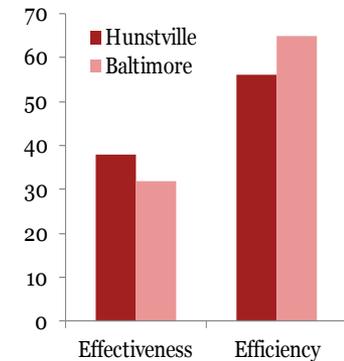
How can I more effectively target my advertising to those viewers who are most relevant and who are most likely to take action?



The value of content cannot be considered exclusively financial.

The analytical model allows for a combination of quantitative and qualitative valuation, taking into account both financial and brand aspects of content value.

Comcast trials comparing Behavioral vs. Standard Ad Targeting

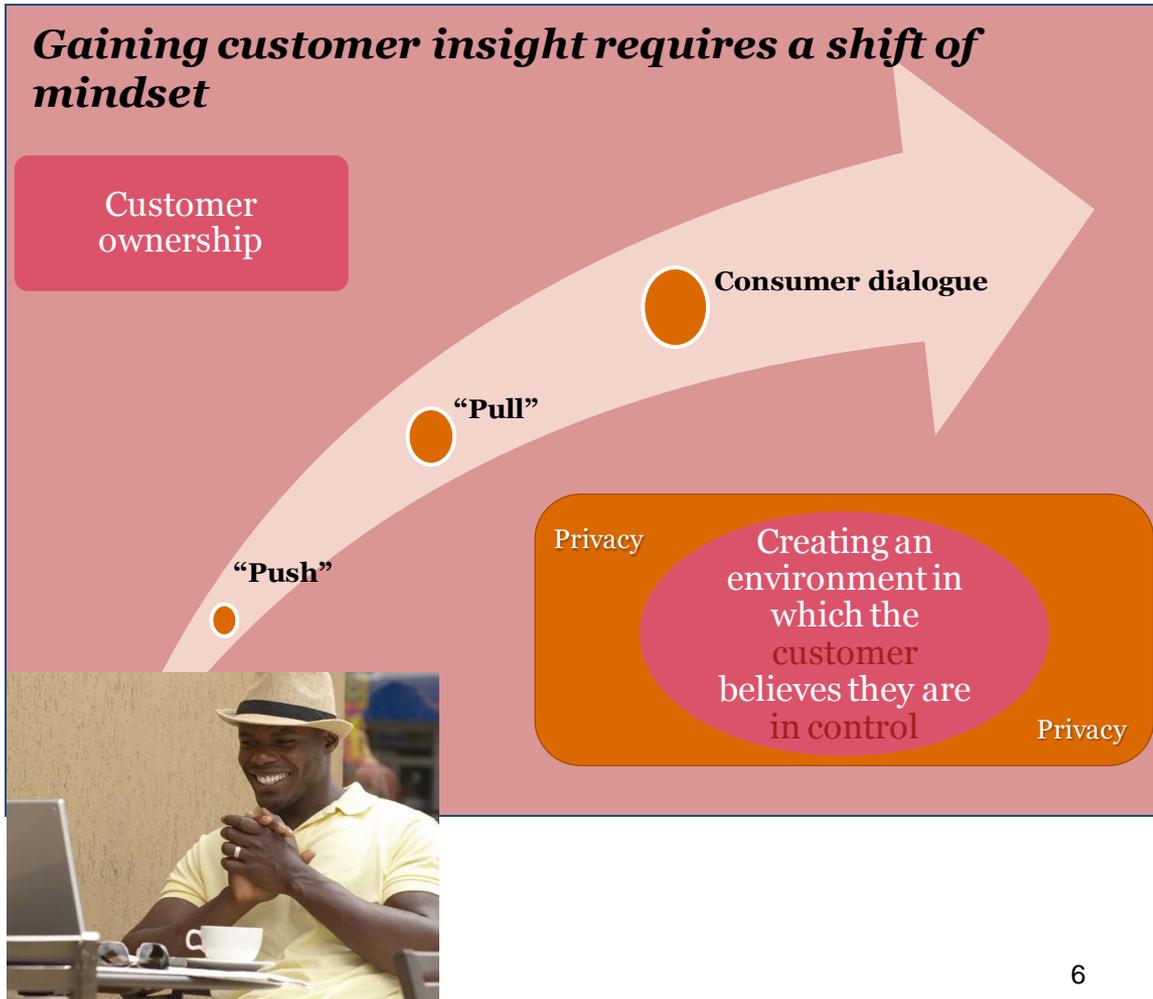


Source : Comcast Spotlight Press Release ; Advertising Age, Bank Technology News

The industry challenge is to engage with customers at an individual, personalized level... in a privacy-assured manner

PwC found that:

- **76%** of respondents are willing to share personal information when they were offered free benefits.
- **80%** of respondents said they were willing to share personal information if the company lets them know upfront how they are going to use it.
- A *Consumer Privacy Bill of Rights* might actually increase consumers' willingness to share information.
- **87%** of survey respondents want to be able to manage what and how personal information is used.



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