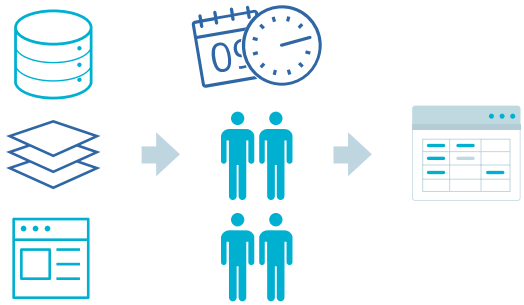
Tamr for Media Analytics:
Integrating and Enriching Data for Quick, Comprehensive Insight

Data Proliferation Provides Massive Opportunities and Significant Challenges

Increasingly, data analytics are driving production decisions and competitive positioning in Media, Entertainment and Sports organizations. Industry leaders are developing a single, unified view of any given product or person (whether a movie or show, actor or director, musician or tour, team or athlete) in order to understand the variables that drive ratings and viewership.

It is particularly difficult for companies within media, entertainment and sports to harness the abundance of data within and external to their organization:

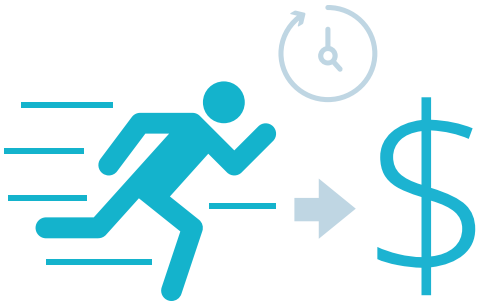


+ Analysts are challenged to find the data they need: Products (e.g., TV shows) and people (e.g., actors) are constantly being viewed, reviewed, followed and rated by a multitude of external sources. This leads to extreme variety and volume of data across diverse sources, each organized and standardized in its own way, and companies often have a problem identifying which data assets are important.
+ Data source preparation is slow and not scalable: Even if organizations could find and access all of the relevant information, teams of data scientists and analysts are typically required to pull, combine and clean internal data (e.g. sales, marketing and financial) then integrate it with third-party sources for enrichment(e.g.social media data, ratings, reviews and other externally created datasets). Without standard identifiers or formatting to match entities between internal and external data sources, data preparation is arduous, unscalable, and error-prone.

Timeliness in these industries is critical and future revenue depends on precise decisions today. Delays in data preparation cost media, entertainment and sports companies a significant amount of money. Tamr was built to tackle these exact problems of volume, variety, and repeatability, and to offer organizations the ability to answer their most critical questions quickly and in a highly repeatable manner.

Tamr Rapidly Integrates Internal and External Data to Give a Better Picture

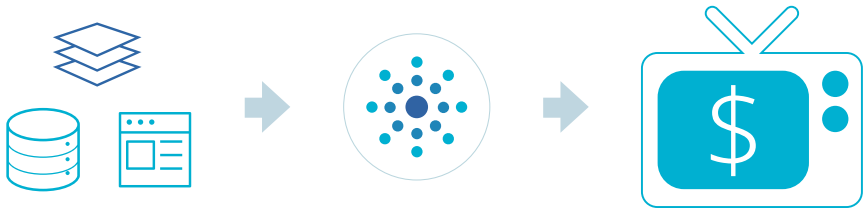
Tamr automates the preparation of all enterprise data sources, whether internal or external, to create a complete view of a product or person. Leveraging automation, Tamr easily accesses and integrates dozens or even hundreds of data sources, saving a significant amount of time and money over alternative approaches. Moreover, Tamr ensures accuracy and transparency by routing questionable data integration matches to the human experts in the company who understand the data and can take quick action to confirm or refute the match. Tamr's model will then learn from this input so that the next time a new source is added, it understands how to treat that match as well as matches like it. Ultimately, Tamr's workflow will:



+ Dramatically enhance time-to-value in preparing data for analytics -- reducing the time needed to spin up new analytics from months to merely days or weeks
+ Enable significant scaling with complete accuracy -- allowing analysts to analyze all relevant data, not just a small subset, and ultimately leading to better decisions
+ Create repeatability in the analytics process - enabling analysts to answer questions continuously, even as data changes, by building a reusable data infrastructure
+ Reduce the burden on IT and enables analysts - quickly guiding the matching process without requiring the need to write complex scripts or business logic

Use Case: Better Television Ad Pricing with Tamr

A large studio used Tamr to cleanse and standardize ticket sales data. With a unified view of this data, marketing analyzed the effectiveness of campaigns in different countries, business analysts can compare similarly faring movies to predict long-term revenue, and data scientists can analyze what aspects of the movie and marketing lead to these ticket sales. Prior to using Tamr, the ticket sales data was thought too messy and heterogeneous to be usable. Integrating global data presents language and currency problems that complicate matching. However, because Tamr's fuzzy matching algorithms are not dependent on any specific language and are guided by human input and training, the software easily accommodates matches that look nothing alike to a human. Ultimately, the unified ticket sales data significantly improved marketing operations and provided the organization with much improved prediction, measurement, and attribution capabilities.



Use Case: Better Marketing with Motion Picture Ticket Sales Analysis

For a large studio, Tamr was able to execute a data integration project with data previously thought too messy and unstandardized to be usable. The data was theater ticket sales from a non-English speaking country, making the task of data integration and cleansing all the more difficult. For Tamr, however, this wasn't a problem. Tamr's fuzzy matching algorithms are not dependent on any specific language, and are guided by human input and training. With the ticket sales data cleansed and standardized, the unified information opens up a multitude of opportunities within the business. Marketing can use the ticket sales data to analyze the effectiveness of marketing campaigns in different countries, analysts can compare similarly faring movies to predict long-term revenue and data scientists can analyze what aspects of the movie and marketing lead to these ticket sales. None of this was possible before Tamr cleansed data that was previously impossible to work with and integrated it with other data sets with only one day of work.

Use Case: Understanding Movie Performance Holistically

In order to assess movie performance across all possible revenue streams, data streams from digital rental services (such as iTunes, and theater ticket sales data) must be integrated and organized. Each of these sources has a different schema and format than any other, and films released in different countries have different titles and release dates. To enable an accurate portrayal of movie performance, Tamr cleanses, standardizes and integrates a large number of internal and external data sources that are critical to generating that insight. Tamr's unification of this data becomes rapid and scalable, provides complete insight into movie performance, and enables the studios to make better decisions on movie selection, marketing and promotions.