

# Act on Your Audience DNA

## Teradata Audience Intelligence

Industry Solutions > Media and Entertainment



Navigating new media advertising channels has reshaped the competitive landscape for traditional publishers, web publishers, content distributors, mobile content providers, and cable multiple system operators (MSOs).

Rapid growth of interactive advertising has made capturing intelligent real-time insights from consumer data across multiple channels more vital than ever. This brings

with it added complexities, especially in gathering data from new channels, integrating them with historic data, and acting on that information to drive relevant, real-time advertising and content.

### The Right Message. The Right Audience.

Regardless of your delivery channel, the mission remains the same: to deliver the right message to the right audience at the right time. Until now, web and content publishers have had few integrated tools for aggregating, managing, and acting on the massive amounts of data created by interactive advertising.

Teradata® Audience Intelligence helps you deliver higher advertising revenue through advanced audience analytics and enables you to act on those analytics with hyper-specificity. Publishers, Content Distributors, and MSOs can move beyond basic trans-

action, audience, and demographic data to include added insight into consumer behaviors and preferences across all channels. The end result: insight into your audience DNA driving more premium inventory, less undersold inventory, and dramatically higher revenues.

### In-House Insight

Teradata Audience Intelligence enables the collection, integration, and activation of live and historic consumer data across multiple channels, enabling real-time serving of relevant advertising and content. With Teradata Audience Intelligence you can:

- > Improve targeting of content and advertising that increases consumer engagement.
- > More fully monetize advertising inventory.
- > Manage the increasing complexity of multi-channel interactions.

## The Move to An Interactive World

The speed at which advertising dollars are moving from traditional to online channels is increasing rapidly. By 2012, industry experts predict that internet advertising will grow to 13% of total advertising spend in the U.S. from 4.5% in 2005. A number of trends are influencing this migration, including:

- > **The emergence of multi-channel media** – television, the Internet, and mobile communications are becoming increasingly interactive.
- > **Changing consumer behaviors** – people are impatient, time-sensitive, and selective. They're increasing the time they spend online at the expense of real engagement with traditional television viewing.
- > **Changing consumer expectations** – consumers want to do business anytime, anywhere, on any channel. They demand increased control and a wider, deeper, and easier search for content.
- > **Changing competition** – the convergence across cable, telco, mobile, and television networks has broken down barriers to an entry in publishing.
- > **Changing technological capabilities** – improved broadband and device performance and the impact of Web 2.0 technologies has helped lower production and distribution costs.

### The Teradata Difference

Most available advertising solutions consist of out-of-house managed services. They don't allow you to actually own the data or the analytics engines. That means you have less control at a time when both economics and consumers demand more oversight.

These solutions generally offer silos of information focused on a single area, but Teradata Audience Intelligence allows you to bring every available tool, analytics package, and data source you have together then combine their capabilities. The result? A more powerful, flexible, and focused solution.

**TERADATA**  
Raising Intelligence

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## Teradata Audience Intelligence

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Our approach tailors analytics to your needs. Taking advantage of this integrated, in-house Teradata solution enables you to manage the increasing complexity of consumer data and to make smarter, faster decisions using your data.

### Powerful Analytics and Technology

The Teradata Purpose-Built Platform and powerful analytics tools allow you to capture, analyze, and act on consumer demographics, behaviors, and actions to drive ROI. It includes:

**Teradata Database** – the most robust analytical engine available anywhere, Teradata Database offers you a proven database that delivers high performance and high availability. It also provides effortless scalability and unmatched investment protection.

### Teradata Media and Entertainment

**Logical Data Model (LDM)** – this industry-specific LDM provides a blueprint for building your data warehouse today and a pathway to strategic and tactical analysis in the future – all from a single, integrated view of your business.

**Teradata Consulting Services** – with experience building more than 1,900 data warehouses, Teradata is the undisputed leader in implementing scalable data warehouses.

**Integration Adapters** – pre-built adapters for capturing data from external advertising

sources and feeding those data into your data warehouse. These adapters leverage many third-party technologies, including web analytics providers, such as Omniture, WebTrends, and CoreMetrics.

**Data Analytics Partnerships** – access to robust BI and analytics tools to allow deep insights into aggregated data. You can also use Teradata Audience Intelligence with your existing analytics packages.

### Cross-Channel Intelligence

#### For online publishers

Teradata Audience Intelligence enables you to fully monetize your existing inventory reducing your dependence on ad networks and allowing you to sell more inventory at premium levels. It provides deep, automated analytics on your data, enabling micro-segmentation and hypertargeting to deliver the right ad to the right viewer. By delivering a relevant ad to an exact audience, you can command improved ad rates because you will drive more value for your advertisers.

#### For MSOs

You are in a unique, influential position to reach television audiences in their living rooms. With leading-edge technologies promising dynamic ad insertion and television interactivity, you need a strategy to capitalize on this new wave.

Teradata Audience Intelligence enables you to aggregate and mine set-top box data to understand user content behavior.

Teradata allows you to combine off-line

subscriber data and regional demographic data with actual set-top box input so you can micro-segment, down to the household level.

#### For content distributors

Teradata positions you to leverage the explosive growth in online video consumption and the resulting need to offer meaningful and measurable video advertising. As advertising dollars follow audiences online, internet video advertising revenue will become a more significant percentage of overall online ad spend. As more content owners place more of their libraries online, they're creating additional ad inventory.

### Why Teradata?

Teradata, the global leader in enterprise data warehousing and analytic solutions, provides affordable, powerful, easy-to-deploy solutions for companies of all sizes. Our customers receive the innovation, consulting services, technology, and industry-specific applications for a smarter enterprise to complete and lead in their markets.

### For More Information

To find out more about how the Teradata Audience Intelligence solution can help you deliver detailed audience measurement and higher advertising revenue, contact your local Teradata representative or visit [Teradata.com](http://Teradata.com).

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