



Analytics for media

Personalize your audience experience based on fast, trusted data and AI decisions.

The media market is increasingly complex; maximizing profitability requires analytics. SAS provides open, scalable, cloud-agnostic data and AI that turn data into trustworthy insights across your audience life cycle. This empowers quicker decisions for predicting target audiences, reducing churn, growing content viewership and boosting ad revenue.

How does SAS help?

Maximize profitability for advertisers, publishers and content providers by defining the right target audience.

Benefits

- Show quantifiable, real-time ROI to ad buyers.
- Accelerate proposal building to grow market share.
- Rapidly respond to advertisers' requests.
- Make the best pricing decisions.
- Define your target audience and predict impressions.
- Increase ad inventory control to improve ROI.
- Impact viewers' experience with fast, trustworthy insights.
- Leverage available data to deliver personalized services.

Use cases

ITV serves 36 billion ad impressions per year into streaming platforms, delivers ads during peak events and is fast to market with new features, platforms, commercial requirements and new integrations.
sas.com/itvx

REA Group increased server capacity to simultaneously handle 1,000+ requests, improved customer satisfaction by creating 1,500+ campaigns per month in one platform, and served up 3.2 billion ad impressions every month.
sas.com/reagroup

Improving data quality for a large **European broadcaster** to speed up personalized advertisements, resulting in substantial efficiencies, market share growth and increased profitability.

A large **US media company** with news, sports and entertainment is accurately forecasting its available streaming inventory to sell and manage while informing ad servers of more opportunities to monetize.

A large **global streaming content provider** is better managing its subscriber journey for retention, upsell and improved understanding of consumers.

A **US broadcaster** uses SAS Viya to forecast its streaming audiences by app, show and device. By better understanding its digital traffic, the broadcaster can maximize its portfolio value.

Helping a large **content provider** with increased forecasting accuracy to optimize its digital ad sales and better inform pricing strategies for overall ROI.

Learn more at sas.com/TMT.

Learn more about the world's analytics leader at sas.com/about.



SAS is the world's leader in data and AI.

But what does that mean?

It means we can rapidly turn huge amounts of complex data into insights you can use.

With SAS, you can apply the most advanced analytics, business intelligence, data management and AI solutions to your toughest business problems. And for five decades, our customers have trusted us to do just that.

We're recognized for our industry-leading technology, social innovation and sustainability initiatives, and pioneering workplace culture.

More about SAS

Five decades of innovation and profitability

Over 750 patents related to data and AI

Ranked No. 1 for Advanced and Predictive Analytics Market Share by IDC for the last 28 years*

A recognized leader in more than 25 vendor ranking reports in 2022

90 of the top 100 of the 2021 Fortune 500 list or their affiliates are SAS customers

2022 Microsoft Independent Software Vendor Partner of the Year

Recognized around the world for inclusive, meaningful culture and innovative technologies by organizations including Fast Company, Forbes, Human Rights Campaign, Disability:IN and more



The SAS® Viya® advantage

We empower customers to get more done with a faster, more productive data and AI platform. SAS Viya gives you the analytics you need, delivered on your terms, so you can innovate faster, collaborate regardless of skill set or API, and get results you can trust.

Use your own cloud, the SAS Cloud for hosted services, or one of the world's most broadly adopted cloud platforms.

More about SAS Viya

The cloud-native architecture of Viya is deployable in AWS, GCP, Azure and Red Hat OpenShift.

It supports:

- Your open source data scientist community.
- The most popular data frameworks.
- APIs that ensure open application access.
- Scalability for any analytical workload.

* IDC market share reports for the Advanced and Predictive Analytics Software markets from 1995-2022.