



Business Impact

“SAS is giving us the power to know our content, end users and advertisers on so many different levels. All organizations have their own type of brain; we’re evolving ours at the Tribune Company through our use of SAS – it’s a significant part of the brain.”

Keith DeWeese
Director of Information Semantics Management
Tribune Company

Challenges

- **Collecting relevant data.**

Based on your business goals, it’s important to collect relevant content performance data (structured, semi-structured and unstructured), but determining what data is vital is difficult.

- **Multiple views, multiple sources.**

Marketplace complexity dictates storing data for both short- and long-term views, integrating a growing number of third-party data sources (APIs, Web crawling and video) and efficiently collecting large amounts of data.

- **Structuring and cleansing data accurately.**

To make unstructured data useful (e.g., text) requires eliminating irrelevancy, increasing quality, handling mis-spellings, treating acronyms, dealing with profanity and understanding punctuation.

- **Analyzing data for practical insights.**

Without in-house expertise, it’s difficult (if not impossible) to identify influential data and uncover key information to use for strategic improvement.

How can you provide the most engaging, relevant content to your audience?

YOUR GOAL: Improve digital content performance

Available data about content consumption is growing, but using this data to increase engagement, improve your content’s relevancy and glean strategic insights is difficult. From your target audience’s perspective, content is everywhere and alternatives are a click away. Delivering sought-after, relevant experiences will build trust with your content consumer – with so many available choices, anything less challenges your success.

OUR APPROACH

SAS provides digital publishers with text analytics that make it easier to manage large amounts of digital data. Content analytics complement your current digital publishing strategy to enable you to analyze, report, predict and optimize content performance. SAS provides software and services to help you:

- **Enable consumers to find information they need, when they need it** by generating rich metadata to retrieve and deploy only the most meaningful material related to a consumer’s interests.
- **Improve search-and-query content retrieval using semantic terms, attributes and their associations** to identify key interrelationships between seemingly unrelated content repositories.
- **Evaluate sentiment and monitor changes over time** while continuously improving the consumer experience by using the power of statistical machine learning with advanced linguistic methods to accurately understand the sentiment buried within textual data – allowing you to spot trends before they become viral and identify consumers’ priorities.
- **Enhance the discovery process by uncovering associations and relationships** to proactively identify trends and business opportunities by importing custom (known) entities and using data-driven methods to uncover buried relationships and identify concepts across content collections.
- **Increase the value of your digital properties’ advertising inventory** by applying your knowledge of content consumer segments to increase relevance and engagement.

The SAS approach uses natural language processing and advanced linguistic techniques to automatically categorize and analyze large volumes of content for entities, facts and events. This insight is used to create metadata, develop taxonomies, and generate rules and concept definitions that can be applied to large document collections and used to trigger real-time business processes.



THE SAS® DIFFERENCE: Scales to meet your requirements

SAS couples statistical rigor with business rules to more intelligently optimize content performance. Because SAS is built to be scalable and can handle large amounts of data (structured, semi-structured and unstructured), it succeeds where niche content vendors fall short with their less scalable spreadsheet approaches. Only SAS enables you to:

- **Improve search and traffic performance.** SAS provides the ability to surface relevant content metadata that can be augmented and automated to scale across large content stores.
- **Support multiple content types and platforms.** Text, mobile and tablet – each type of content stream and platform has its own metadata library and lexicon, but SAS consolidates them all into one accessible collection.
- **Access world-class support.** We provide assurance that if there are problems, you will have access to quick and deep knowledge support to help you recover from issues and minimize frustration and down time.
- **Choose solution delivery options.** SAS provides a hosted solution option to customers that lack the hardware or resources to perform a software implementation.
- **Access our center of excellence and professional services delivery consultants.** SAS provides advertising yield and forecasting expertise and implementation expertise to facilitate software configuration, implementation and deployment, thereby reducing the risk of missing target deadlines.
- **Collaborate with SAS.** The SAS product management team holds user meetings to gather feedback and develops solution enhancements in accordance with our customers' (and the marketplace's) needs.

SAS' unique approach to content analytics combines the most accurate modeling with best-in-class performance to give you a solution that scales to the largest volumes of both structured and unstructured data. Our prebuilt media-specific taxonomies give you a fast return on your investment, and our comprehensive service and support protects that investment because the solution is customized based on your requirements.

CASE STUDY: Tribune Company

■ Situation

Tribune Company needed a system to quickly and accurately define and categorize online content to deliver highly relevant information to its online readership.

■ Solution

SAS provided an analytic solution that applied descriptive metadata to content and defined words in relation to online content. The solution included ontology management and the ability to categorize content from across the enterprise.

■ Benefits

Tribune now has the ability to quickly and accurately define, apply and push the right content, in the right context, to the right audience in the most effective way.

■ What if you could ...

Provide a unique experience.

What if you could personalize consumers' content experience in real time based on consumption patterns?

Improve content retrieval.

What if you could also personalize consumers' content experience by allowing the data to establish the relationship, rather than solely depending on subject-matter expertise?

Locate and analyze content in real time.

What if you could quickly determine consumer opinions and experiences from across multiple digital channels – websites, blogs, social networks, forums and more?

Automatically extract value from text.

What if you could manage data-driven content by uncovering information buried in unstructured text collections and also save time and money by automating the tasks of reading and comprehending electronic text?

Uncover business opportunities by identifying emerging topics and trends.

What if you could satisfy relevant, consumer content needs and predict opportunities for timely engagement?

Make your existing inventory more meaningful.

What if you could incrementally increase advertising revenue without displaying more units?

■ You can. SAS gives you THE POWER TO KNOW®.

SAS® FACTS

- Nine of the top 10 media companies use SAS for analytics, forecasting, data quality and optimization.
- SAS customers make up 90 of the top 100 companies on the 2011 Fortune Global 500® list.

Learn more about SAS software and services for media:
www.sas.com/industry/media



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