

TRUST RATINGS SOLUTION

SAS FORUM 2018

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How to **get value**? Consumption Economics



Support Functions vs Revenue Generating Team

FOCUS

SFT (B2C)

SECONDARY IMPACT

CUSTOMER LEGACY DATA

RGT (B2B)

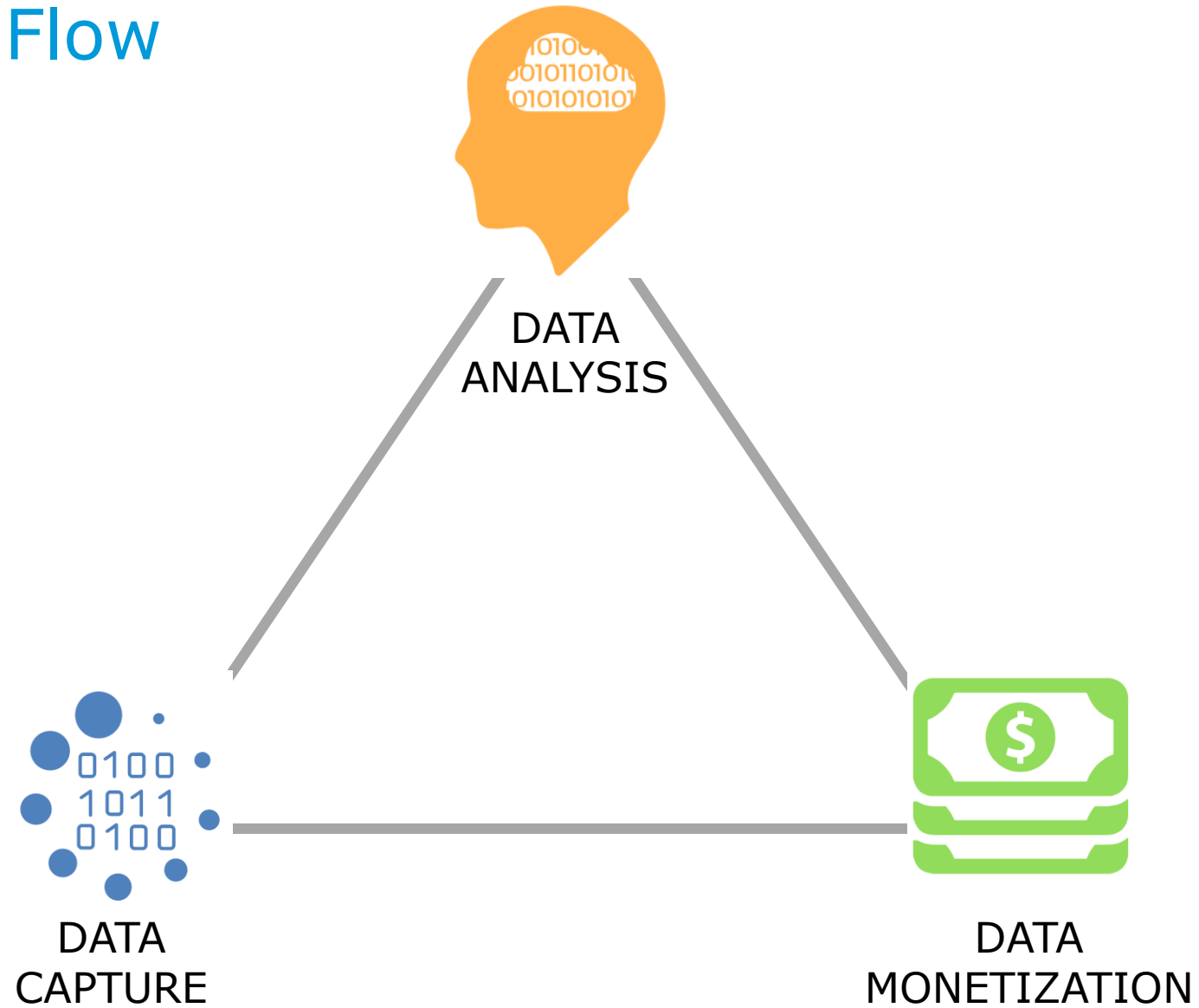
PRIMARY IMPACT

PASSIVE VIEWERSHIP DATA COLLECTION

STAKEHOLDER



The Value Flow



Data Capture – TRUST RATINGS SOLUTION

TV OPERATORS &
PLATFORMS

ADVERTIZING
MARKETPLACE



Blockchain



Ratings Platform



Consumer
Data



LINEAR | VOD | OTT | TVE



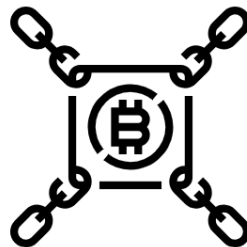
Data Capture – Blockchain Distributed Trust

The “**Blockchain**” — the engine on which Bitcoin is built.
Distributed consensus system.

Allows transactions, or other data, to be securely stored and verified without any **centralized authority** at all.

Transactions **validated** by the entire network.

Transactions don't have to be financial.





Data Analysis – SFT functions for Audience Analytic



Exploration

Is **Viewership** going up or down?

Audiences A and B are **correlated**?

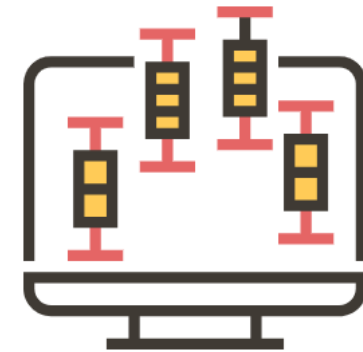


Modelling

Who should we **target** for promos?

What **drives** viewership?

What is causing audience **attrition**?



Segmentation

What are our **homogenous** audience segments for improved management?



Data Analysis - RGT functions for Audience Analytic



**Ratings
Calculations**



**Product
Development**



**Business
Development**

Data Monetization - Advertising Marketplace



9 countries coverage
Same framework



Advertising Market
Expansion

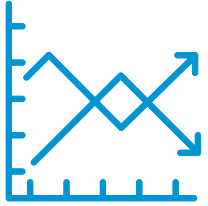


Dinamic Prices
More Information
besides Prime Time

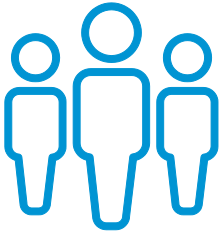


Smart Contracts
based on auctions

FUTURE: SFT/RGT for Audience Analytics in OTT



Forecasting



Audience
Modeling



Recommendation
Engine



RFM Modeling



Segmentation



MBA

NEXT STEPS

Data Expansion	
<p>Internal: billing information, bad debt, demographics, product, OTT, geographic, house composition, gender, age range.</p> <p>External: purchase power, economics, labor, internet / competitors zone, stores nearby, building type.</p>	
Business Development	Grow Analytics
<p>Include other Pay TV providers data to the ecosystem (Telecentro, Cablevision, Claro, Movistar, UNE, VTR, etc).</p>	<p>Combine audience metrics between DTH and OTT sources.</p> <p>Develop Cross Sell Opportunities.</p>

DIRECTV
Verlo es vivirlo

