



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 software with AI capabilities to 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.
- Capitalize on available data to deliver personalized services.

Use cases

ITV serves 60 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

Alliant creates bespoke marketing audiences quicker by using SAS Viya to deliver models 75% faster, achieve 85% faster processing times and find greater efficiencies that lead to cost savings.
sas.com/alliant

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.

A **global media and entertainment company** uses SAS[®] Viya[®] to increase forecasting accuracy that optimizes digital ad sales and gain pricing insights that improve ROI.

MAFRA media group, the largest multimedia house in the Czech Republic, used SAS to achieve faster, more efficient campaign management and increase ad revenue by 10%.

Learn more at sas.com/media.

Learn more about the global leader in data and AI at sas.com/about.



SAS is a global 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 challenges. 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

Over 800 patents related to data and AI

Five decades of innovation and profitability

A recognized leader in 47 vendor ranking reports in 2024

Ranked No. 1 for Advanced and Predictive Analytics Market Share by IDC for the last 30 years*

Recognized for innovative technology and social innovation projects by Fast Company, the American Business Awards, PRNEWS and more

92% of the top 50 Fortune 500 companies or their affiliates are SAS customers



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, SAS Managed Cloud 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 to 2023.