INSIGHTS

KNOW HOW AUDIENCES ENGAGE WITH YOUR CONTENT

Do you want to grow longer and more profitable relationships with your audience? Then understanding how your content is performing, right down to each program, can help.

The Insights service, available to users of Comcast Technology Solutions' Cloud Video Platform, provides answers to content performance questions that most analytics tools are just not built to answer.

- What ISN'T getting watched?
- Are you investing in the right content or genre?
- Is your research bringing back actionable insights, or are marketing/ purchasing decisions based on guesswork?
- What incents viewers to watch more content more often?
- When and where are they watching?

Success metrics have changed in response to new viewing experiences, more playback devices, a complex competitive landscape, and how those factors change audience behavior. Insights was built on the simple premise that in order to succeed in a constantly evolving market, performance measurement needs to evolve at the same time.

A BETTER GUIDE FOR ALL CONTENT DECISIONS

Comcast Technology Solutions' Insights service rests at the convergence of what audiences are watching, what they are buying, and what you are offering. The end result is a clearer understanding of how and why audiences are connecting with your content, so that you can make better choices about what to invest in, and what will resonate.

With little-to-no client-side code needed, historical data is combined with current performance measurements to provide context over time.

- U.S. and EU solutions available
- Presents aggregated audience statistics without revealing individual data points
- Security controls designed to prevent re-identification

PLAYBACK DATA

CONTENT CATALOG

CTS INSIGHTS

COMMERCE DATA
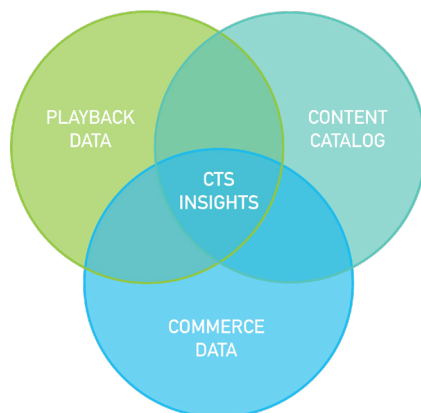
TRACK CATALOG PERFORMANCE
DOWN TO INDIVIDUAL PROGRAMS

FOCUS ON BUSINESS IMPACT
BUY, MARKET, AND PLAN BETTER

U.S. & EU SOLUTIONS AVAILABLE
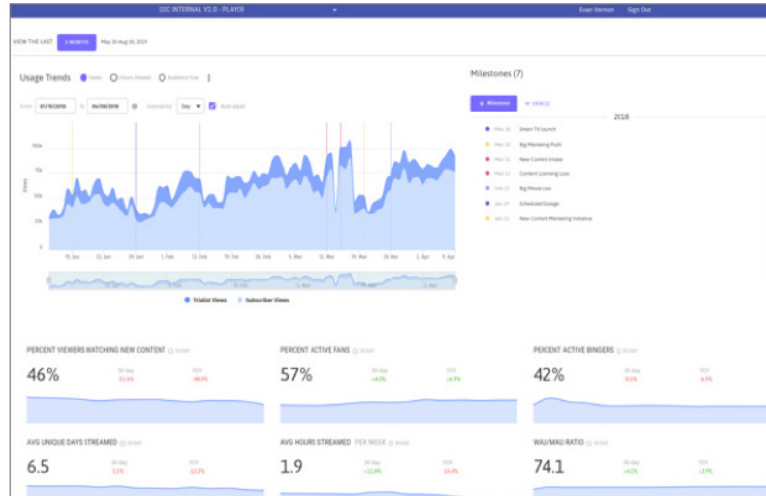AGGREGATED REPORTING

COMCAST
TECHNOLOGY SOLUTIONS

FEATURES INCLUDE:

- Content insights
- Device insights
- Custom milestones
- Binge tracking
- Engagement ratios
- Weekly/monthly active users ratio
- Content/catalog analyzer
- Attention index
- Audience size vs. video views
- Average completion rates
- Demographic/usage data
- Usage vs. catalog mixer

Sample dashboard

A HEALTH SCREENING FOR YOUR ENTIRE CATALOG

Insights is designed to work with your daily/hourly data to give you a holistic view of your entire catalog and how it's being received and consumed by viewers. In the space between how you want your content to be used and the reality of your audience's behaviors, Insights gives you an added layer of business intelligence that brings you to a deeper understanding.

CONTENT DISTRIBUTION TAILORED FOR YOUR BUSINESS

Comcast Technology Solutions offers a portfolio of technology solutions, the CTSuite, that provides the industry with the technology, scale, and expertise to expand and navigate the rapidly changing media and entertainment technology landscape. We invent technology that solves industry challenges, reimagines what is possible, and transforms businesses for an ever-changing world. Built on Comcast's know-how, proven facilities, scalable platforms, and infrastructure, Comcast Technology Solutions offers more than 20 years of reliable real-world broadcast and digital experience. We partner with customers to redefine expectations and deliver the future to global audiences.

Insights is just one component of the Comcast Technology Solutions' CTSuite for Content and Streaming Providers and CTSuite for MVPDs and Operators — complete sets of tools and services for today's media management, delivery, and monetization. Our team of industry professionals work directly with you to create a tailored solution to meet your unique needs. Let us show you how we can help you deliver more value and build deeper consumer relationships.

FIND OUT MORE

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