

Beijing Future Advertising

With a client base that includes several high-profile advertisers, CCTV-5 needs an advertising-support system that can help advertisers optimize their campaigns. To provide this system, Beijing Future Advertising, a CCTV-5 subsidiary, created the Advertising Campaign Results Evaluation System. The system relies on Micro Focus IDOL to provide the actionable data that advertisers need.



Overview

CCTV-5 holds the exclusive broadcasting rights to many of the world's top sports events in China. It broadcasts more than 2,000 live events every year and commands an 80 percent share of the country's sports-viewing market. Its subsidiary, Beijing Future Advertising, implemented a state-of-the-art Advertising Campaign Results Evaluation System to help CCTV-5's high-profile advertisers optimize their advertising outcomes. The system uses Micro Focus IDOL to analyze data from numerous sources, including product consumers, sales seasons, and competitors' advertisements.

Challenge

Media Intelligence

To meet the changing needs of high-profile advertisers, Beijing Future Advertising needed to shift its sports-marketing focus from traditional

advertising to a new generation that involved combined rights models and embedded or customized full-brand immersion marketing. Meeting this need required more insightful data about CCTV-5, which in turn required the agency to help CCTV-5 adopt new technologies that were capable of providing data from independent sources such as the GO Sports mobile app, the official CCTV-5 Weibo account, and the official WeChat account.

CCTV-5's advertising customers also needed help to understand their strategies and market, which meant that Beijing Future Advertising needed the capability to provide information about industry trends and the advertisers' competitors. In addition, the agency needed a way to analyze data so that it could help advertisers understand their customers' behaviors, lifestyles, and psychological characteristics.

Rich Media Management

Performing speedy and accurate video searches for customer-facing assessment reports presented yet another challenge. Extracting useful content from rich media formats made video searches very difficult to process. It took a lot of manpower and time to search audio and video metadata filenames and indexes by keywords. To make matters worse, the agency could not automatically display search results, making it impossible to locate exact content



At a Glance

- **Industry**
Media and Entertainment
- **Location**
China
- **Challenge**
Build a system that optimizes advertising outcomes by analyzing data for high-profile advertisers on China's leading CCTV-5 sports channel.
- **Products and Services**
IDOL
- **Success Highlights**
 - + Enables search of all CCTV-5 data formats in the original location
 - + Reduces hardware storage costs
 - + Eliminates the need for data replication
 - + Provides data that helps CCTV-5 advertisers achieve the best returns on their marketing campaigns

"It has enabled us to serve more world-class advertisers in branding and marketing campaigns."

YIN TIEGANG

Deputy General Manager
Beijing Future Advertising

“During the process of selecting a partner, we valued the comprehensive capabilities of the provider most.”

XIA LINA
Beijing Future Advertising

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and video time points for high-speed playback. To overcome these limitations, Beijing Future Advertising needed a new solution that would allow embedded advertising video and image capture. It also needed to gather various structured and unstructured data for automatic analysis and management. In addition, the solution needed to provide timely campaign results for the advertisers and to help transform viewers into buyers.

Solution

Next-Generation Multimedia Campaign Analytics

In addition to IDOL, which empowers Beijing Future Advertising's next-generation multimedia solution, the agency's basic Advertising Campaign Results Evaluation System includes VLC Microsoft SQL Server databases and the Micro Focus Media Management Analytics Platform. Despite the solution's 150 data-source interfaces, Beijing Future Advertising did not have to change its existing IT architecture because it could integrate the solution quickly into its existing data system.

Capabilities

To pinpoint the crucial factors that guarantee good results from an advertising campaign, Beijing Future Advertising based its Advertising Campaign Results Evaluation System on quantitative and qualitative indicators that are tailored for sports broadcasting. Qualitative indicators are focused on audience-attitude factors such as brand awareness, reputation, preferences, and the advertising's ability to encourage purchases. Quantitative indicators include arrival

rates, average exposure frequency, cost per mile (thousand), and media value.

The solution is able to immediately search changes in video content, separate video materials, and generate browsable frames. It can distinguish video content, text, and numbers on screen. It can also store and manage the system's processed information.

IDOL

After gathering data and information, IDOL indexes it, enabling applications—including governance, information management, knowledge management, information analysis, and video analysis applications—to access the information. IDOL is also able to integrate structured data and unstructured data such as audio, video, and webpages into an intelligent information operation platform that allows customers to perform automatic semantic analysis.

IDOL has hundreds of pre-built and pre-trained machine learning models to accelerate contextually relevant insights such as trends, patterns, relationships and sentiments across text, video, image, and audio data.

Results

Using the Micro Focus solution, Beijing Future Advertising can automatically and in real time extract valuable content and information from various sports event resources. The solution accelerates evaluation-report generation for advertising campaign results. The system is also able to dock perfectly with the related interfaces of CCTV-5's CSM audio-visual research organization, providing reliable ratings data.

In addition, the system has improved the efficiency of video retrieval; it provides real-time video indexing, which liberates the searcher from the time-consuming, laborious work of performing manual searches. With it, users can promptly and accurately search through large amounts of video and extract desired video clips.

IDOL processes unstructured data automatically and quickly to reduce the resources needed and improve working efficiency.

Where manual classification and processing took approximately 10 days, now the agency can classify and process information in a few minutes by using IDOL. It greatly reduces manual work and increases efficiency.

As a result of IDOL's built-in management technology, the agency can search all data formats in the original location. It no longer has a need for data replication, nor does it need to perform dangerous and inefficient data transfers. IDOL has also reduced hardware storage costs.

In today's data-heavy era, Micro Focus provides an unprecedented user experience, enabling advertisers to maximize their ROI with actionable intelligence that will improve corporate marketing efficiency and effectiveness on time and on budget.

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software.microfocus.com/software/information-data-analytics-idol