

Objective

Enable advertisers to maximize ROI with precise marketing tools by significantly optimizing the data analysis from advertising campaign results, through real-time video capture and automated data analysis

Approach

Conduct detailed examinations and evaluations of numerous industry products

IT Matters

- Significantly reduce time for data classification and processing from ten days to minutes
- Improve the effectiveness of video retrieval
- Automate data collection and analysis

Business Matters

- Reduce resource allocation and improve working efficiency through automated data processing
- Lower costs by eliminating data replication and reducing storage demands
- Generate timely reports to ensure data integrity
- Uncover actionable insights and increase advertiser satisfaction rate and ROI

Beijing Future Advertising delivers precision sports marketing intelligence

HPE IDOL empowers the next generation multi-media campaign evaluation system



Successful TV advertising campaigns rely on rapid access to market and consumers, particularly during live sports events. Beijing Future Advertising uses the latest technology to provide data for high-profile advertisers on China's leading CCTV-5 sports channel to optimize their advertising outcomes. Its evaluation system platform is based on HPE IDOL and HPE Media Management Analytics Platform (MMAP).

Challenge

The need for reliable, swift reports

CCTV-5 holds the exclusive broadcasting rights to many of the world's top sports events in China, including the Olympic games and the FIFA World Cup. It broadcasts more than 2,000 live events every year, occupying an 80 percent share of the country's sports-viewing market. CCTV-5 has attracted a large number of well-known domestic and international brands to advertise on it.

With the promptly generated analysis reports on regular advertising provided by Beijing Future Advertising, a subsidiary of CCTV-5, this channel's advertising customers now can have a better view of the effectiveness and value of their advertising campaigns.

“HPE not only provides the advanced technology that integrates across diverse data sources and activated intelligence, but also has extensive experience in sponsoring sports events. Future Advertising has profited from HPE’s experience in areas like brand building, marketing plan drafting, and new media technology. It has enabled us to serve more world-class advertisers in branding and marketing campaigns.”

– Yin Tiegang, deputy general manager, Beijing Future Advertising

Using solutions from HPE, Future Advertising can analyze data collected from various sources like product consumers, sales seasons, and competitors’ advertisements to help CCTV-5 advertisers achieve the best return on their marketing campaigns.

Response to the client’s changing requirements

As the clients’ needs keep changing, so do CCTV-5’s communication patterns and presentation styles. A broadcaster’s sports marketing has shifted from focusing on regular advertising to a new phase that involved combined rights models as well as embedded or customized marketing for full brand immersion. To pinpoint the crucial factors that guarantee good effects of an advertising campaign, Future Advertising developed an Advertising Campaign Results Evaluation System that is based on quantitative and qualitative indicators, tailored for sports broadcasting. These quantitative indicators include arrival rates, average exposure frequency, cost per mile (thousand) and media value. CCTV-5 chose HPE to build this system for it, who has cooperated for over 20 years.

Future Advertising and CCTV-5 working together

Timely qualitative indicators

Qualitative indicators emphasized on audience attitude such as brand awareness, reputation, preferences, and the advertising’s ability to encourage purchases. Moreover, quantitative indicators can be established early, thanks to the promptly delivered data.

Faster results

The clients previously had to face large volumes of images and video data generated from an entire sports event; these quantitative results had to be entrusted to a third party to process. It took a lot of time to compile the statistics, and it was very difficult to generate an advertising value assessment report. The advertisers thus had little chance to obtain valuable data during a sports event. Without this data, advertisers could not adjust their marketing plans in time.

Media intelligence

To meet the customers’ needs for the data, Future Advertising must gain more insightful information regarding CCTV-5. This required the agency to help CCTV-5 adopt new technology that supports continuous innovation— independent resources such as



the GO Sports mobile app, the official CCTV-5 Weibo account, and the official WeChat account.

Understanding strategies and market

Customers in the advertising arena needed help to understand their strategies and market. For this reason, Future Advertising must also be able to provide information about the competitors and the industry trends. In addition, the agency needs a way to analyze data, which helps the advertisers understand the consumers' behavior, lifestyles, and psychological characteristics.

Rich media management

Speedy and accurate video searches are another requirement for the assessment reports. However, rich media formats made video searches very difficult to process because extracting useful content takes a lot of manpower and time. The agency's current approach relied on searching the audio and video metadata filenames and indexes by keywords. Previously, the content search results of audio and video could not be displayed automatically, making it impossible to locate exact content and time points of videos by high-speed playback. To overcome this limitation, 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. The solution was also expected to provide timely campaign results for the advertisers and help transform the viewers into buyers.

Solution

Next-generation multimedia campaign analytics

Intelligent operations

After thorough evaluations of numerous IT providers in the market, Future Advertising chose to work with HPE. "During the process of selecting a partner, we valued the comprehensive capabilities of the provider most," said Future Advertising's Xia Lina. Xia Lina was also interested in HPE's big data platform technology. She said the future of sports marketing will be closely linked to big data applications, data collection and analysis will become an everyday operation.

HPE provided Future Advertising the basic Advertising Campaign Results Evaluation System. This includes VLC Microsoft® SQL Server databases. The solution has 150 data source interfaces and the company did not have to change its existing IT architecture because it could be integrated quickly into Future Advertising's data system.

Capabilities

HPE: HPE is able to immediately search changes in video content, separate video materials and generate browsable frames. It can also distinguish video content, text and numbers on screen, stores and manages the processed information.

HPE IDOL: After gathering various data and information, HPE IDOL indexes the information, through which the info can be accessed by

Case study

Beijing Future Advertising

Industry

Advertising

Customer at a glance

Software

- HPE Media Management Analytics Platform
- VLC + SQL Server
- HPE IDOL

different applications such as information management and governance, information analysis, video analysis and knowledge management. 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.

HPE 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.

Benefit

Using the HPE solution, valuable content and information can now be extracted from various sports event resources automatically and in real-time fashion. It accelerates the generation of advertising campaign results evaluation reports. 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.

The efficiency of video retrieval has also been improved; the HPE Media Management Analytics Platform provides real-time video indexing which liberates the searcher from the time-consuming, laborious work of manual searches. Users can also search through large amounts of video promptly and accurately and extract any desired video clips.

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

Manual classification and processing previously took approximately 10 days, now it can be done in a few minutes by using HPE IDOL. It greatly reduces manual work and increases efficiency.

As a result of the HPE IDOL built-in management technology, all data formats can be searched in the original location. There is no need for data replication anymore, as well as dangerous and inefficient data transfers. It also reduced hardware storage costs.

In today's data-heavy era, HPE 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.

Learn more at
hpe.com/software/richmedia



Sign up for updates



© Copyright 2015-2016 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

Microsoft is the U.S. registered trademark of the Microsoft group of companies.

4AA5-6271ENW, September 2016, Rev. 2