Informatica | Major Broadcasting Company

Modernizing Public Broadcasting:

Major Broadcasting Company Delights Audiences
with Preferred Viewing Options

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end-to-end data engineering, which is critical for us
to better understand our customers and audiences."*

Head of IT and Architecture/Solution Director
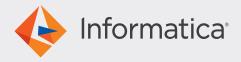Major Broadcasting Company

Goals	Solution	Results
Compete with on-demand services and retain customers to protect critical TV licensing (TVL) revenue through a better understanding of audiences and their preferences	Build a Data Management Solution (DMS) using Informatica products, Amazon Web Services (AWS), and Cloudera Hadoop	Helps protect the Major Broadcasting Company's most important source of revenue by leveraging customer insights to build loyalty and improve audience satisfaction
Establish a single version of the truth about customers' preferences from multiple data sources, including TVL operational systems, third parties, and internal systems	Use Informatica Data Engineering Integration and Informatica Data Engineering Quality to import and transform 4 billion records and build a customer view with 150 data points	Provides the ability to manage structured and unstructured data to present a single view of customers for Major Broadcasting Company
Enable data users to easily discover and understand data assets in a business context	Automatically catalog data with Informatica Enterprise Data Catalog to enable data users to easily find and understand data with relevant business context.	Increases the value of customer data by making it easier to locate, understand, and re-use

Informatica Success Story: Major Broadcasting Company

One of the world's most respected brands, the Major Broadcasting Company offers a wealth of high-quality, award-winning content that viewers can consume live or on demand using the Major Broadcasting Company iPlayer app. But first, their customers are required by law to buy a TV license: a critical source of revenue that allows the Major Broadcasting Company to maintain independent control over its content by not taking money from shareholders or corporate sponsors.

Facing increasing competition from on-demand content providers such as Netflix and Disney+, the Major Broadcasting Company is working hard to make sure it gives customers an excellent value for their license fee. That means it's more important than ever to know what viewers want, and what keeps them coming back. However, with many different source systems and customer touchpoints, including TV licensing, marketing, and audience services, it was challenging for the Major Broadcasting Company to establish a single version of the truth about customers and understand the data in a business context.

"We have to have technology platforms that will allow us to understand our audiences better and unite our operations as well," says Head of IT and Architecture/Solution Director at Major Broadcasting Company TV Licensing. "But we had data transformation issues and inconsistent operating guidelines, so we would ask questions in different areas of the business and get different answers."

Centralizing customer data in the cloud

The Major Broadcasting Company set out to build a Data Management Solution (DMS) that would provide a single, trusted view of customers across the organization. It decided to use Informatica's Data Engineering solutions to populate a Cloudera Hadoop data lake hosted on AWS, moving from a traditional extract, transform, and load (ETL) model to an extract, load, and transform (ELT) model. A data lake will store all interactions with customers across the Major Broadcasting Company, including TV licensing, audience polls, marketing, customer service, and content accessed.

Using Informatica Data Engineering Quality and Informatica Data Engineering Integration to standardize and transform customer data, the Major Broadcasting Company imported 4 billion records to build a complete view of every customer that displays more than 150 interface points. By using Informatica Data Engineering Integration along with AWS Key Management Service (KMS) to bring data into the AWS environment (with AWS S3 as a landing zone) and transform it using AES-256 encryption, the Major Broadcasting Company

is providing end-to-end security for customer data. To ingest changed data from on-premises systems into the DMS, it uses Informatica Cloud Data Integration.

"Informatica gives us a one-stop shop for the end-to-end data engineering, which is critical for us to better understand our customers and audiences," says the Solution Director. "Informatica Data Engineering Integration turns multiple big data sources into single version of truth, giving us the ability to integrate with our on-premises systems, transport that data safely into AWS, and transform that data once it's there."

The Major Broadcasting Company is also automatically cataloging data from different areas of the business using Informatica Enterprise Data Catalog, allowing it to provide data users to easily find & understand data with relevant business context.

"Informatica Enterprise Data Catalog gives us the Holy Grail of knowing the provenance of our data and its lineage," says Solution Director. "We're able to easily find more reliable data and much more trustworthy data, and we can understand exactly where it came from.
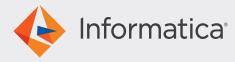
Protecting revenue and audiences

With the ability to manage structured and unstructured data to present a single view of customers for the entire user community, the Major Broadcasting Company is now in a much better position to compete and retain customers. Its new DMS will support a wide range of applications, from data science to marketing to operational analytics, increasing the value of customer data by making it easier to locate, understand, and re-use. Additionally, the Major Broadcasting Company can protect its most important source of revenue by leveraging customer insights to adjust content and communications in ways that will build loyalty and improve audience satisfaction.

"Using Informatica solutions, we can understand our audiences better and encourage them to pay the TV license fee because of the great content we produce," says The Solution Director. "That's a major differentiator for us, and it makes me very proud."

Creating the future of public broadcasting

With trusted customer data all in one place, the Major Broadcasting Company can pursue new initiatives using artificial intelligence and machine learning to better assist customers, understand more about their viewing patterns and habits, and continue to refine its customer communications.

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Major Broadcasting Company
TV Licensing

Informatica®

"The synergies Informatica brings together are a real enabler for us, giving us one common view of data across our entire user community to move the business forward," says The Solution Director. "From a data engineering perspective, we're now ready for predictive analytics. We can support data users by providing custom, application-ready data sets to learn more about households and how they consume content. It's a very interesting future we're moving into, and with Informatica, we'll be ready."

Inside The Solution:

- Informatica Data Engineering Integration

- Informatica Data Engineering Quality

- Informatica Enterprise Data Catalog

- Informatica Intelligent Cloud Services

  – Informatica Cloud Data Integration

- Informatica Master Data Management

- Informatica MDM – Relate 360

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

Informatica Worldwide Headquarters
2100 Seaport Blvd, Redwood City, CA 94063, USA
Phone: 650.385.5000 | Fax: 650.385.5500 | Toll-free in the US: 1.800.653.3871
informatica.com | facebook.com/InformaticaLLC | linkedin.com/company/informatica | twitter.com/Informatica