Analytics Strategy.

The growing diversification of the TV market is making performance analysis increasingly complex. For this reason, a BI application is being created that provides the employees of ProSiebenSat.1 with the best possible support in their work.

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ProSiebenSat.1 Media SE (P7S1) is one of the largest independent media companies in Europe. The Group reacts quickly to significant changes in the market and adapts its business model accordingly. For example, the company's newer channels, such as sixx or ProSieben MAXX, appeal to very specific audiences, thus enabling advertisers to reach their target clientele more effectively.

For employees this means more challenging work in analyzing and interpreting key performance indicators (KPIs) in an increasingly fragmented and competitive market environment. These KPIs make a significant contribution to successful TV programming content or the sales of advertising blocks. Employees have to have access to easily understandable information on essential performance indicators.

Data for All.

To replace an old, inflexible system, mediaFACTS – a modern information tool – has been created for more than 1,000 users in 11 different departments. It is intended to meet the very diverse demands of analyzing critical performance indicators and to quickly and reliably provide the necessary reports.

At eight o'clock in the morning, there is only one topic at P7S1's Group headquarters in Unterföhring: which programs had the highest reach yesterday? Were broadcasts from a certain channel in the top ten? Which channel had the largest market share yesterday?

The answers can be found in the morning release of the performance values of all TV channels from the Gesellschaft für Konsumforschung (GfK), which provides information on all broadcasts and advertising blocks of all market participants from the day before, all from a single source.

Every second counts for urgent decisions – after all, competitors can also access this data at the same time.

Of particular importance are the numbers achieved in the reach of channels and the market share in strategically significant time slots such as prime time (8 to 11 p.m.) or access prime time (5 to 8 p.m.).

The wide range of channels such as sixx, ProSieben MAXX, Sat.1 Gold and kabel eins Doku allows the media company to also specifically address the relevant target audience and strategically sell the advertising.

The large reach also serves as investment currency and draws the attention of millions in the audience to the products of the Group's shareholdings. This is how, for example, advertisements for the digital offering and majority interests of the subsidiary 7Commerce reach specific target groups within the massive audience of the TV channels.

The subsidiary Seven Ventures GmbH is involved in a media–for–equity– or media–for–revenue–share model with promising companies, by exchanging media services, such as advertising and exclusive features, for shares instead of money.

The analysis of the reach and market shares is an elementary part of the operational and strategic work with regard to the target audience profiles and affinities and thus in the entire value chain – from creation of the format through programming to the marketing of advertising blocks.

Diverse Users.

For example, employees in the sales offices negotiate the cost per mille with advertisers and the appropriate placement of advertising in certain time slots, while the editors focus on the success of individual formats over time.

Employees in program planning, in contrast, are responsible for compiling interesting TV programming that is diverse and exciting with a high reach and low zapping rates compared to the competition.

The system is used by employees from departments involved with numbers and analytics, such as controlling and business intelligence, as well as the editorial and marketing departments.

Each user utilizes the system from their own perspective to find answers to their questions and contribute to the company's success with their work. As such, each user has their own demands on the dimensioning and visual presentation of the data; the more than 20 different reports available in mediaFACTS, some with up to three drill levels, are an expression of these diverse analysis requirements.

Visual Presentation.

To provide easy access to every user, the reports need to present the information in a high–quality manner. According to the International Business Communication Standards (IBCS), the quality of a report is determined by two key criteria: the quality of the content and its efficient visual presentation to allow the conveyed message to be comprehended as quickly as possible.

To be able to meet both criteria, users from different departments participated in creative workshops that allowed them to be actively involved in the designing of the content as well as the visual conceptualization of the reports. The visual design was based on the IBCS Standards for all reports, regardless of the number of levels.

The consistent application of IBCS Standards in the presentation of data within mediaFACTS ensures that the complex content displayed is focused on the essentials. After all, users should be able to interpret the content as well as spot important developments and patterns quickly and easily.

For example, in addition to the typical IBCS color notation for scenarios, a semantic color code was developed for recurring elements such as time slots. As a result, the night hours of the TV programming can be identified easily by a darker color strip.

The design always follows the same rules of notation and enables dialogue across departments and hierarchies on the achieved successes, without misunderstandings or costly misinterpretations.

But visual presentation alone is not enough; users must also be able to quickly find the right reports for their analytical tasks and use them correctly. A high level of report accessibility can only be achieved through good user guidance.

In this regard, it helps to realize that all users have one thing in common: thanks to smartphones and tablets, we are all accustomed to an intuitive user guidance; getting our information from the Internet is a given; and we expect the same high level of usability from our BI applications in the office that we are used to at home.

Numerous studies have shown that out–of–date user guidance and inflexible design of user interfaces with regard to the variety of devices are common cause of frustration and rejection.

But a relatively low level of user acceptance means that previous systems cannot be switched off because users are unwilling to switch to the new system. There is also a risk that employees are unaware of important information because they aren't comfortable using the new system.

For this reason, from the very start of the development of mediaFACTS, emphasis was placed on an appealing and modern user interface that supports intuitive user guidance and makes the complex reporting landscape easily accessible to all users. At the same time, all reports are responsive – which means they work on laptops as well as on tablets and smartphones. Since all of the more than 20 mediaFACTS reports and all of their drill levels are accessible to all users, these users need to be able to access the required analyses with just a few clicks. For this reason, reports were grouped thematically and arranged in „report families" by usage context.

The individual report families – which allow, for example, the analysis of target groups, time slots, or individual programs – are structured logically and follow a meaningful storyline. The Pyramid Principle by Barbara Minto was the driving force behind the structure. As a result, from a comprehensive

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Profile: ProSiebenSat.1 Media SE
Headquarters: Unterföhring, Germany
Branch: Media
Revenue: 3.8 billion Euro
Profit (EBITDA): 1.02 billion Euro
BI solution: blueforte und mip
(Management Informationspartner)

dashboard that summarizes the most important developments users are guided to detailed analyses. Each report also offers the option of jumping to other logically related analyses. Users can always find their way around, as they always have global as well as report-specific control functions in the same place.

All buttons are based on easily understood icons that users are already familiar with from apps and the Web. They are associated with certain functions such as "Sharing" or "Calendar" – mediaFACTS puts the high recognition value for the user to good use. The global navigation at the top of the screen shows users where they are in the system using "bread crumbs" (bread crumb navigation) and always allows them to go back or jump to the landing page.

The landing page is the entry point to the reports for all users. Using small infographics (so-called tiles), it displays elemental details such as the most successful broadcasts of the previous day. Located under this is a search bar for program titles that is comparable to Google's search bar.

Individual reports are found in the lower section. They can also be highlighted according to the report family. The intuitive user interface was optimized through regular user experience tests and, thanks to their feedback, has led to constant improvement in usability.

Adapt Trends.

Since the actions and analyses of P7S1 employees influence the reach of the broadcasts – thus the future of the channel as well as the holdings of the media company – the expectations regarding mediaFACTS are high. In the context of the increasingly competitive environment, the application plays an important role in performance measurement and the strategic and operative management of the Group.

In the design process, emphasis was placed on the people who will work with the system: they were included early in the design process and, through usability tests, they provided feedback on the status of development and on usability.

The solution is therefore extremely user friendly for a BI application. The look and feel of the user interface resembles a website more than a business application.

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