



# YOUVIEW CASE STUDY

## VIDEO TRANSCRIPT

### Paul and Kate

**Kate:** We are focusing on getting data back from the set-top box, rather than sending data to the set-top box. So we're trying to build a new data-platform to collect all of the user data about how people are navigating around the UI, what they're watching, so we can produce popularity reports and also operation reports around any errors on the set-top boxes.

**Paul:** We collect through the Amazon Cloud, masses of data about what the users are doing, what kind of content they're watching, at what time of day and through that we're able to build up profiles that describe the activity of those users and the behaviour of the boxes they're using to consume the content. I'd say that what Accenture lends a situation like the one at YouView is a good overview of the technologies available and an agnosticism about the kind of technology that should be selected. The Amazon Cloud technologies that we've mentioned is really the best fit for what YouView wants to get out of its data, it also gives the scalability that YouView needs given its rapid growth at the moment.

**Kate:** YouView shareholders have agreed that data is a major priority and the Accenture platform that we're building is forming a big part of that.

**Paul:** What the broadcast media industry is now able to do, is to have a two way dialogue with the content consumers to understand exactly what they're doing, at what time of day, with what intention, for what reasons and that kind of capability is only enabled through a big data analysis solution because there's far too many people doing far too much stuff to manually analyse each individual set of behaviours, you need a solution that can scale up to the level of 1.8 or 2 million viewers and taking in activity all day every day, but it allows the media companies then to produce content that's tailored to their exact audience profile, rather than based on generalisations.