



## Accenture Multimedia Advertising Platform

### Transcript

Hi Everyone. Carlo Iacobone here. I'm the lead for Accenture Intelligent Advertising offering. This offering is focused on helping broadcasters, publishers and tech operators to improve competitiveness in the advertising market and to increase the monetization of their inventories. These operators are currently facing important challenges due to a deep market disruption encountered by the entrance of the digital giants.

Digital giants take reality as process automation and the ability to use data and analytics for improving process performances and audience targeting as now a must for everyone competing in this market. Most of the traditional operators are not yet competent in operating this way. They do not have the skills, the assets, the processes in place for properly running the new data-driven business. They need to go through a deep transformation. They can't postpone it further. They need help.

Our offering is aiming to provide this help and we can offer a wide range of assets and services. We can support operators to renew their advertising strategy, to optimize their commercial and pricing models. To set up the new data-driven organization. To design, implement and operate the full architect stack they need. And also to set up consortiums for increasing reach and competitiveness. We can provide the right people with the industry skills, the experience and the assets for accelerating this transformation.

Our services are powered by our asset, the Multimedia Advertising Platform that is a next-generation multi-media sales solution. Built by Accenture and able to execute in a unique environment, automated sales processes for any type of media to multiple sales channels. Everything powered by data. Our assets and services have been deployed at several clients with important business results. For example, at M6 we have helped rise the CPM by more than 25% using Artificial Intelligence. At RCS, we have helped to reduce operations cost by more than 20% thanks to process automation. In the US, we have helped Viacom, Turner and Fox to set up a consortium for standardising TV linear segment definition.

Our offering is interesting for a CEO, CTO, CFO and the sales leads of a media organization.

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