

Power BI

Microsoft Power BI in Media and Communication

Empowering content
and customer
experiences in real-time

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Media and Entertainment

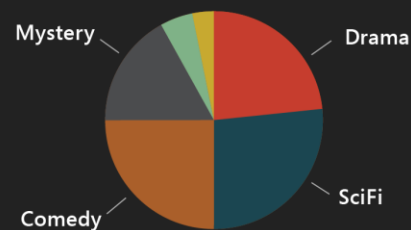


Creating and delivering personalized content and experiences

With the acceleration of digital transformation, today's entertainment providers are seeking meaningful ways to engage with consumers online. Aligning business strategies with data-driven insights has opened new opportunities for **stronger relationship development, empowered by predictive technology and personalized content delivery.**

Competing on a global scale relies on a data-first approach that unlocks powerful insights at every touch point for a customer focused strategy that helps future-proof your business.

Downloads by Genre



Challenges

Building a future-proof strategy for tomorrow



Streamline production with digital tools that help keep pace with change at every stage of content delivery



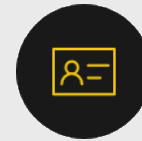
Enhance consumer engagement with personalized and predictive content recommendations



Drive greater content consumption with AI insights that enable new monetization opportunities



Empower your workforce with data intelligence that improves decision making while working remote



Leverage best-in-class data solutions to unlock greater insights that help create lifetime customers

Solutions

How Power BI can help overcome challenges



Accelerate content production

- Unify the production ecosystem
- Reduce content delivery issues
- Monitor performance data in real-time



Modernize collaboration

- Enable remote collaboration
- Reduce time-to-insight with rich data
- Empower a data-driven culture



Optimize content delivery

- Increase speed-to-market for new ideas
- Improve personalized content recommendations
- React to consumer trends with agility



Know your audience

- Unlock greater customer experience insights
- Optimize advertising campaign performances
- Empower decisions with real-time reports



Monetize content and experiences

- Uncover trends in content consumption
- Leverage AI for deeper market insights
- Improve customer loyalty and retention

Accelerate content production

Unify the production ecosystem

Track metrics and analyze data across the entire production ecosystem with custom Power BI reports. Integrate insights from internal production stages through online delivery for enhanced visibility and management throughout the production process.

Reduce content delivery issues

Gain real-time editorial feedback with Power BI dashboards. Leverage instant insights on content consumption to identify consumer use trends, monitor content releases and quickly adjust to any issues that arise by setting up custom alert notifications.

React quickly to customer behavior

Optimize product delivery with real-time insights in Power BI. Quickly adjust to changes in consumer behavior and consumption patterns by monitoring live data in real-time, improving organizational decision making for greater sales and delivery success.

Identifying important insights quickly for improved decision making

“By using the visualizations in Power BI, we can plow through billions of rows of data to quickly find the handful that are meaningful to our business.”

Edward Dulinski, VP Technology
Penguin Random House

Penguin
Random
House

Modernize collaboration

Enable remote collaboration

Deliver business insights throughout the organization using analytics in Power BI. Give employees instant access to the data they need to develop successful marketing, sales, and delivery strategies while seamlessly sharing data discoveries using Microsoft Teams.

Reduce time-to-insight with rich data

Empower workforces with secure data-driven insights from Power BI. Dive deeper into consumer trends, changing market share, competitor actions, and web traffic with interactive graphs that help teams increase content success and innovate for the future.

Empower a data-driven culture

Modernize interaction and develop a data-driven culture with Power BI. Allow employees to work independently with self-service BI tools that help react quickly to changing trends while uncovering greater insights at all levels of the organization.

Connecting disparate data sources for on-the-go integrated insights

“With Power BI, we’ve moved way beyond spreadsheets. We can immediately integrate information across lines of business—from arena activity to online retail and social engagement—and present that data across mobile devices, desktops, and tablets.”

Matthew Jafarian, Executive Vice President of Business Strategy
Miami HEAT



5 ways


to empower content and customer experiences in real-time

Accelerate content production




Streamline production with live data insights and reduce content delivery issues

Modernize collaboration




Reduce time-to-insight with tools that empower remote data-driven collaboration

Monetize content and experience



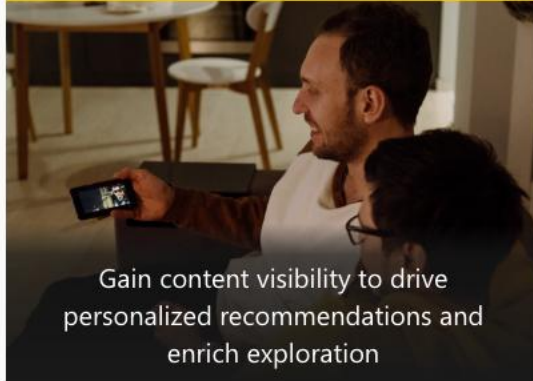
Leverage AI for deeper market insights and uncover trends in content consumption

Know your audience

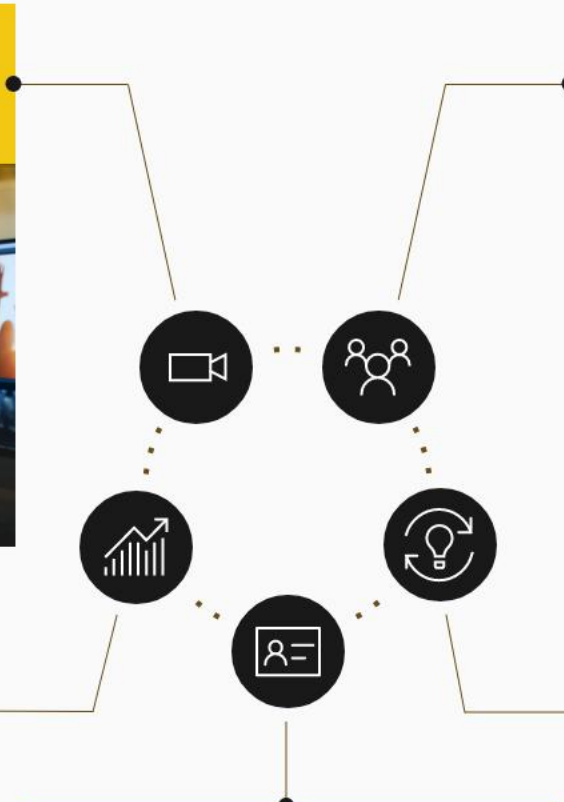


Optimize advertising campaign performance for increased loyalty and retention

Optimize content delivery



Gain content visibility to drive personalized recommendations and enrich exploration



[Learn more >](#)

Telecommunications



Modernizing consumer connectivity with real-time analytics

The rapid acceleration of digital transformation has placed new emphasis on the homes of consumers. Telecommunication leaders are rising to the challenge by quickly ramping up connectivity and networking to empower businesses around the world with robust and innovative solutions.

Preparing for the needs of tomorrow's consumers no longer solely relies on speed. It requires a data-driven approach that digs deep to unlock powerful insights for the future.



Challenges

Building a future-proof strategy for tomorrow



Increase productivity anywhere you go with intelligent tools and integrated insights



Reduce costs, predict for the future, and discover greater efficiencies with real-time analytics



Accelerate time-to-market using greater data-driven and automated processes



Improve customer experiences with greater personalization to develop lifetime customers



Empower field technicians with best-in-class data solutions that help deliver first-time fixes

Solutions

How Power BI can help overcome challenges



Modernize the telco workplace

- Reduce data siloes with integrated insights
- Increase productivity with sharable reports
- Collaborate securely in real-time



Transform customer experiences

- Get proactive with deeper insights
- Deliver greater personalization
- Improve issue resolution responsiveness



Deploy and optimize next-gen networks

- Transition to data-powered predictive strategies
- Minimize service disruptions
- Uncover cost saving opportunities



Streamline business support systems

- Empower field technicians in real-time
- Seamlessly monitor business performance
- Enable data-driven decisions for growth



Accelerate innovation and growth

- Enhance partnerships with sharable reports
- Accelerate service development and deployment
- Achieve greater customer value

Modernize the telco workplace

Reduce data siloes with integrated insights

Collaborate instantly with integrated data insights and reporting in Power BI. Unify data from all your data sources and gain the ability to analyze, share, and promote findings instantly using familiar applications, such as Microsoft Teams and Excel.

Increase productivity with sharable reports

Help distributed workers drive strategic actions with collaborative dashboards and reporting in Power BI. Access and share real-time analytics across the organization, reducing information silos from C-Suite to the frontline for improved productivity.

Collaborate securely in real-time

Safeguard your data strategy with Power BI security that extends data protection beyond the organization. Meet strict privacy and regulatory requirements while driving meaningful end-to-end actions anywhere you work.

Accelerating service recovery with real-time Power BI insights

“The resource coordinators reviewed reports created in Power BI to make decisions about delegating resources to solve issues in the field. We used Teams to coordinate our recovery efforts and accelerate reconnecting services in devastated areas.”

Nathan Backers, Senior Business Specialist, Field Digitalization Team

Telstra




5 ways to innovate in real-time with intelligent analytics and insights

Accelerate innovation and growth



Enrich service development and deployment with analytics that deliver greater customer value

Modernize the telco workplace



Increase collaboration across the organization with sharable and integrated data insights

Streamline business support systems



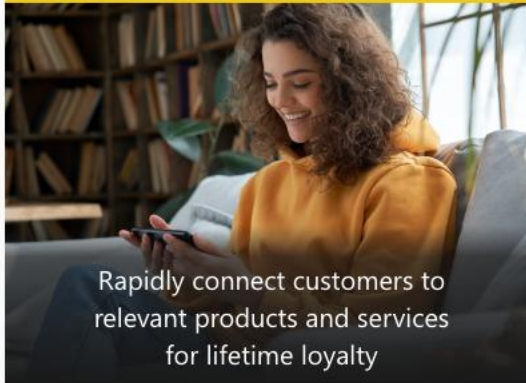
Collaborate at scale and empower field technicians for increased remote decision making

Deploy and optimize next-gen networks



Transition to predictive strategies to empower greater business efficiencies and growth

Transform customer experiences



Rapidly connect customers to relevant products and services for lifetime loyalty



[Learn more >](#)

Power BI Resources

Support Your Organization for Data-Driven Growth



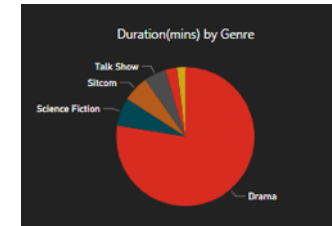
Explore Power BI reporting and dashboards

Start with pre-built data stories
and customize to acquire key
value insights for your company



Top Spotify tracks of 2017

Measure most streamed songs
by year and genre to identify
rising trends influencing
performance metrics.



Netflix consumer behavior data

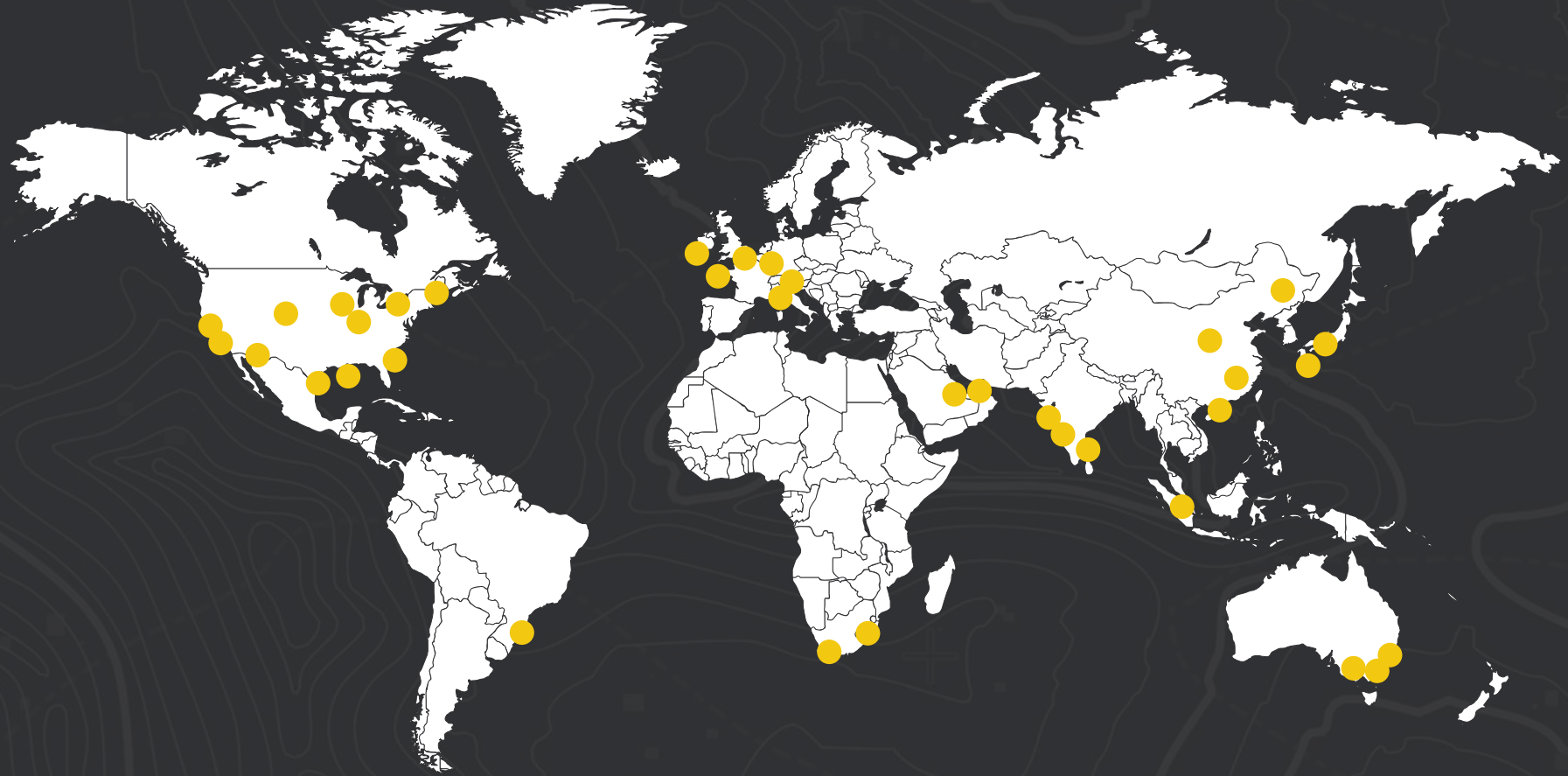
View real-time watch data
from streaming services such
as popular movies, duration
watched, and most active days.



Telco churn dashboard

Analyze demographics, phone
service activity, contract terms
and more to uncover reasons
for customer churn.

Secure



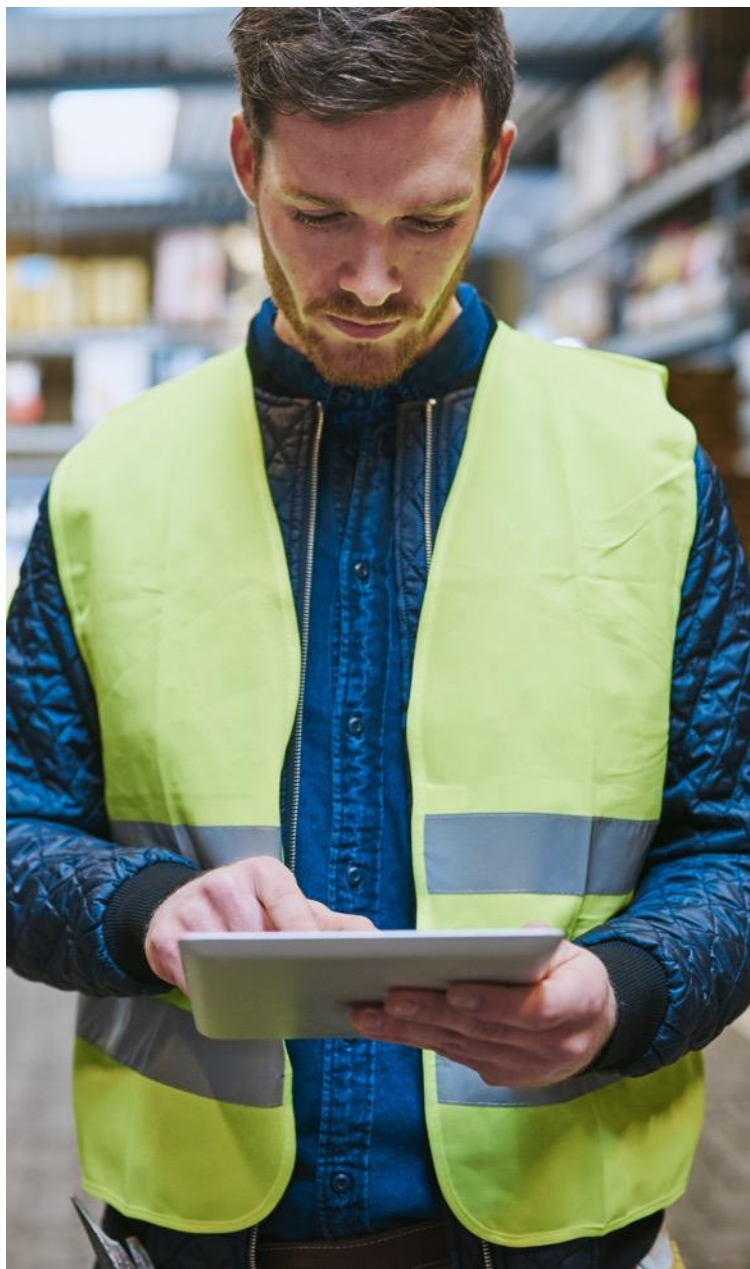
Better protect Power BI data with Microsoft Information Protection and Microsoft Cloud App Security, one of the most trusted choices in the world.

44 Languages

40 Primary and backup datacenters worldwide

National Clouds US Government, China & Germany





Get Started with Power BI

Create a data-driven culture throughout your organization with collaborative and interactive data visualizations.

[Try for Free](#)

Walk through the extensive and powerful capabilities of Power BI with self-paced courses for every level.

[Start Learning](#)

Learn how Microsoft is empowering transformation for media and communication providers.

[Explore Media and Entertainment Solutions](#) | [Explore Telecommunications Solutions](#)

Connect, learn and discuss best practices with business intelligence experts from a variety of industries.

[Join the Community](#)

Register for upcoming live webinar events and watch recorded sessions on-demand.

[Watch Webinars](#)

Take your data to the next level with the best tips and tricks from our Power BI experts.

[Get the Latest Insights](#)



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