Dynamic Media Landscape

Drive bottom up growth within your business by uncovering the true context and emotions behind people's entertainment choices and consumption, in their own words.

Build closer connections with your users and understand the deeper why behind their preferences to win across the media & entertainment landscape. We link their online and offline worlds so you can steal share from competitors, unlock the winning components of programming and sell more ad space in a more targeted way.

How Dynamic Media Landscape helps you:

⟩ **In-the-moment behaviour:** Capture the full context and emotions behind consumer decisions, and gain a rich profile of the audiences within your growth areas. We help you tailor and target your content and communications.

⟩ **Deeper audience profiling:** By connecting online and offline behaviors, you can sell more advertising space, create sponsorship & partnerships opportunities and win by targeting consumers with the right content.

⟩ **Detect viewing occasions in-home and out:** Identify areas for growth in existing and new non-viewing entertainment spaces.

⟩ **Drive advertising sales and sponsorship opportunities:** Our conversational research methodology draws insights from users' own words and in the moment of usage. This equips you with the ammunition you need to take to brands. With our help, build stronger partnerships, and advise on content, audiences, and growth spaces to get the best investment.

⟩ **Always ON, real-time understanding:** Pick up on natural occurrences of users interactions within the media & entertainment landscape to monitor ongoing engagement and where true growth areas lie.

What are the benefits?

Grow revenue: We will detect and size opportunity spaces where you are underperforming and identify the opportunities for growth. This could come from gaining viewership from competitors or by tapping into white space opportunities where there may be an unmet need.

Save millions: Unlock winning components of a program from audiences, in their own words. This brings to light not only what they want to watch, but also why they choose to watch it. With our insights, you can target relevant audiences with content that improves ratings.

Sell more ad space to prospective buyers, and solidify partnership opportunities: Demonstrating which content is popular, among which audiences, and in which growth spaces. We equip you with compelling selling stories that proves the relevance of your platform and content, its best positioning, and the right audiences to target and when.
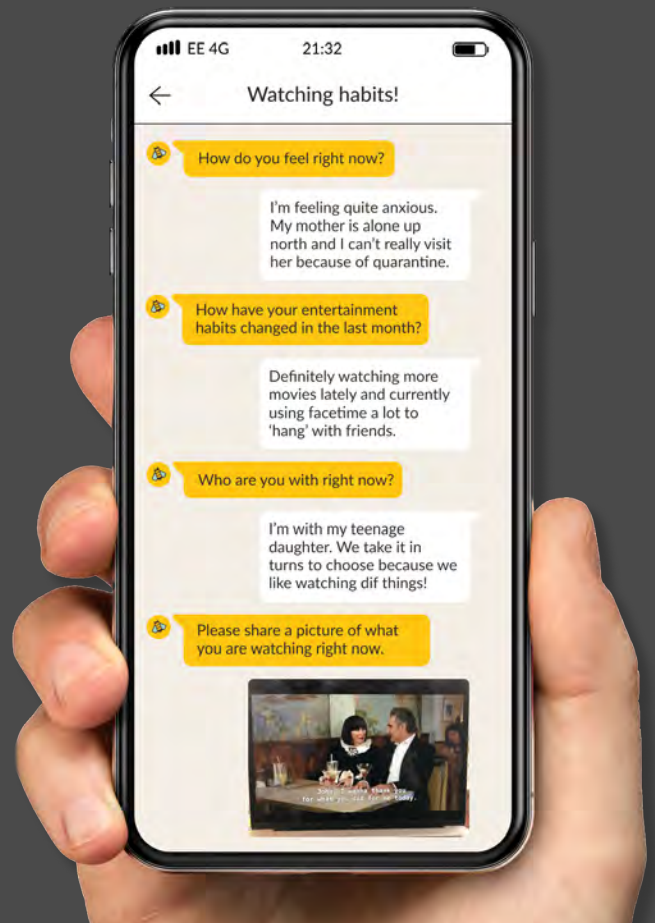
IN THE MOMENT

ALWAYS ON

POWERED THROUGH AI

Streetbees reveals how people behave, and why, by analysing real-life moments collected from its worldwide users. Over 3.5 million users - or 'bees' - across 190 countries worldwide use the chat-style Streetbees app to share moments from their daily lives via videos, photos and text.

Through applying advanced natural language processing technology to the results, Streetbees uncovers not just what they do, but also why they do it, and what drives them – and predicts what they may do next.

Streetbees' partners with world leading brands across the FMCG, Media and Entertainment, Retail & Insurance sectors. Clients include Unilever, PepsiCo, Sony Pictures, Carlsberg, Santander, Ikea, Vodafone and L'Oreal.

- **4.2 million bees**
- **2.5 billion data points**
- **190 countries**

Streetbees

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