

WHATS'ON CONTENT COCKPIT



Navigate by real-time performance data to maximum Content ROI

WHATS'ON Content Cockpit is the web tool that helps managers optimize Content ROI by giving them **real-time visibility on content performance and operational efficiency** on all channels and platforms, based on actionable data, insights, and augmented intelligence.

5 reasons why WHATS'ON Content Cockpit drives business value

- 1** Provides AI-assisted **content-marketplace guidance** to find more strategically aligned content faster on the market and negotiate a better price.
- 2** Enables smart **content-catalogue simulations** to optimize schedules, gain greater insight into stock value, and make better use of available stock.
- 3** Utilizes insights on past and future schedules to produce increasingly accurate predictions of viewer demand and potential revenues via **content-performance monitoring**.
- 4** Provides data insights on ROI per title, revenues generated, and remaining monetizable value via **Content ROI analysis**.
- 5** **Predicts potential audience engagement** returns for content available on the market, in stock and planned across multiple channels, and provides actionable data to improve monetization potential.



5 ways the WHATS'ON Content Cockpit will save you time, effort and money

- 1** 50% time saving on **researching avails and suitable content**
- 2** Up to **20%** reduction in **acquisition fees**
- 3** **Stock analysis** effort reduced by **40%**
- 4** **25%** higher accuracy of **estimated ratings**
- 5** **Long-term scheduling** time reduced by up to **50%**

WHATS'ON Content Cockpit: your flight instruments to maximize Content ROI

The out-of-the box dashboards of this standardized product visualize the supply chain KPIs that are key for making educated decisions. For instance:

- Estimating and benchmarking **license fees** for negotiating purposes
- Checking whether the **quality of stock and schedule** is in line with the programming department's quality requirements
- Monitoring whether the **schedule cost** stays in line with the programming budget
- Assessing the **cost/revenue ratio** for content



Wondering how WHATS'ON Content Cockpit can maximize business value for your company?
We are open to co-creation.

For more information or a demo, contact marketing@mediagenix.tv
or your MEDIAGENIX Account Manager.