



MEDIAGENIX goes ‘Fast Forward to Data Value’

MEDIAGENIX PRISM & SPECTRUM to accelerate the Time to Value of Media Data Assets

Brussels, 7 December 2021 – [MEDIAGENIX](#), the market leader in lean content supply chain solutions with Media Business Management Platform WHATS’ON, announced two new professional data services, MEDIAGENIX PRISM and MEDIAGENIX SPECTRUM. The two services are aimed at accelerating the value of actionable content intelligence and AI capabilities to solve some of the media industry’s toughest challenges in digital transformation: data fragmentation and Time-to-Value.

MEDIAGENIX PRISM

MEDIAGENIX PRISM is a Data-Hub-As-A-Service offering that enriches content supply chain data from Media Business Platform WHATS’ON with third-party, in-house and open data sources. The data platform is set up with a short Time to Value and can scale to accommodate changing needs and new use cases.

MEDIAGENIX Product Manager Lucas Denys said: “If you want to successfully deliver BI and AI applications that improve your content supply chain, you need to connect data assets from all relevant steps in that content supply chain into a qualitative and trustworthy Data Hub. MEDIAGENIX PRISM leverages our industry expertise to combine all data assets into one unified data model embodied by a modular data platform.”

MEDIAGENIX SPECTRUM

MEDIAGENIX SPECTRUM is a service for fast-tracking a Proof-of-Value for BI and AI applications that visualize and optimize content ROI.

Lucas Denys: “In order to speed up the time-to-value of data investments, we have designed a dedicated project approach where our innovation analysts will work with





our customers to pinpoint promising use cases, explore potential solutions, and create a Proof-of-Value for those, all in a time-boxed manner. The entire process is gated so that our customers can always make an informed decision on the next stages of the project.”

One area where MEDIAGENIX believe they can create a lot of value for their customers is audience engagement prediction in all kinds of different contexts. They have already developed a state-of-the-art ratings prediction algorithm for linear TV, which automatically forecasts the ratings of content and breaks with an accuracy that outperforms human experts by about 25%

Partnering with AE

Both MEDIAGENIX PRISM and MEDIAGENIX SPECTRUM combine the MEDIAGENIX experience in data-centric media workflows with the proven data science methodology of consultancy firm AE.

This means that with MEDIAGENIX, media companies have a single point of contact to be assured of the experience, in-depth knowledge and focus that will help them go Fast Forward to Data Value, and steer their competitive future and content ROI in today’s multi-platform market.

About MEDIAGENIX

MEDIAGENIX ranks among the top media tech vendors in the international media industry with Media Business Management Platform WHATS’ON.

Over 150 media companies across the globe rely on WHATS’ON to achieve a lean content supply chain with streamlined content, rights, and planning workflows that are unified across all delivery platforms, including VOD and Linear. Clients include OTT streamers and VOD platforms, public and commercial radio & TV stations, telcos, and video service providers. Together they manage a total of more than 2,500 channels and services.



MEDIAGENIX

More than 250 employees are working from offices in Europe, America, Asia and Australia.

More information about MEDIAGENIX at www.mediagenix.tv.

Contact for the press

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