Revedia platform for media and entertainment

Optimize revenue with data-driven intelligence

Media and entertainment (M&E) organizations rely on data-driven insights to grow revenue. But a complex ecosystem of license agreements, revenue streams, monetization strategies, and data workflows creates challenges. Content providers today need powerful, integrated solutions to scale insight throughout the enterprise.

A platform like no other

The Revedia platform unifies data intelligence across licensed, ad-supported, and direct-to-consumer revenue streams. The world's leading media and entertainment companies leverage its award-winning artificial intelligence (AI) and machine learning (ML) capabilities to manage, analyze, and understand data.

Quality of Insight (QoI)

Shifting consumer trends, disruptive technology, and intense competition in the M&E industry require organizations to maximize all aspects of data-driven insight.

Learn more

- Speed
- Frequency
- Objectivity
- Depth
- Accuracy

- Relevance
- Accessibility
- Explainability
- Actionability

SymphonyAI
MEDIA

Revedia optimizes revenue throughout the diverse M&E landscape.

Revenue models	Market segments	Business functions
› SVOD	› Digital media	› Customer experience
› AVOD	› Television	› Sales and marketing
› PVOD	› Film and studio	› Distribution
› FAST	› Gaming	› Product development
› Pay TV	› Music and audio	› Data science and engineering
	› Brand licensing	› Finance and accounting
		› Legal

By integrating end-to-end data workflows in a single platform, Revedia maximizes quality of insight for every revenue stakeholder in the organization. Business users access powerful insights through Revedia SaaS applications, while technical users use the underlying Eureka engine to enhance data science capabilities. SymphonyAI Media's expert managed services teams provide full-stack, cross-functional support for seamless integration.

Software capabilities	Technical capabilities
› Revenue management	› Topological data analysis
› Financial forecasting	› AutoML and explainable AI
› Distributor management	› Supervised and unsupervised ML
› Audit management	› Data and model management
› Managed services	› Low/no code application development

The vertical AI advantage

Revedia tackles revenue challenges where traditional solutions fall short. When point solutions can no longer produce sufficient quality of insight or manage data volume and complexity, organizations turn to enterprise AI.
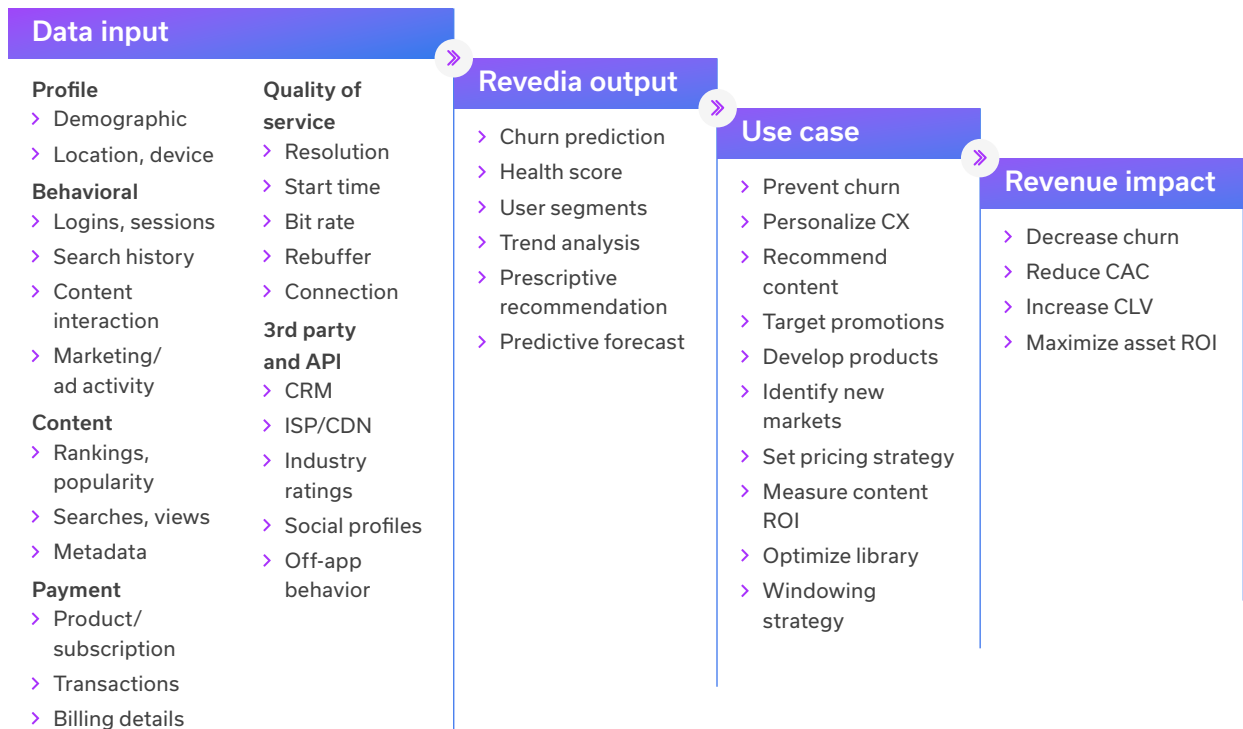
However, "horizontal" AI solutions designed to address generic business challenges across industries require extensive customization. Horizontal AI and machine learning algorithms must be trained by internal specialists to understand the business's unique data, slowing time-to-value and limiting accessibility by non-technical stakeholders. In the fast-moving business of media and entertainment, horizontal AI delays critical insight.

Revedia is media and entertainment's first "vertical" AI solution to combine the breadth and power of enterprise AI with deep modeling expertise developed over 30 years in the industry — setting a new standard for quality of insight in media and entertainment. Organizations that switch to Revedia can quickly and continuously capture the highest value of their data.
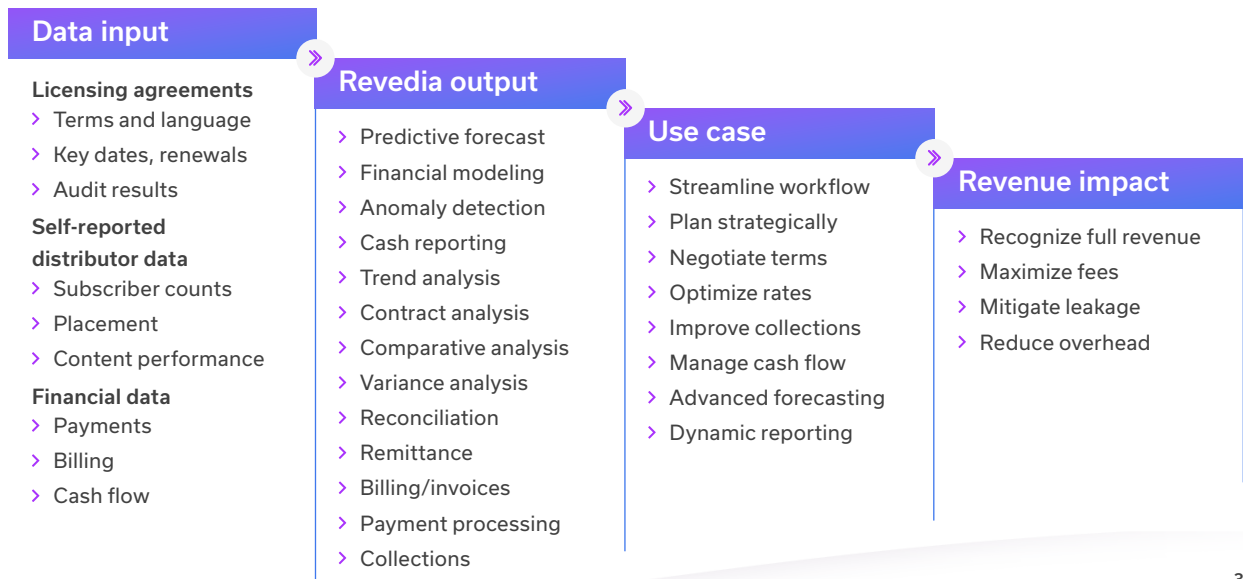
Integrated data intelligence

Data generates insight, but aggregated data maximizes organizational intelligence. Revedia exposes correlations, patterns, and anomalies that would otherwise remain undetected within siloed data sets. As more data is stored, processed, and normalized on the Revedia platform, quality of insight increases and organizations can fully understand how seemingly disconnected factors impact multiple revenue streams.

Consumer data

Data input

Profile
> Demographic
> Location, device

Behavioral
> Logins, sessions
> Search history
> Content interaction
> Marketing/ad activity

Content
> Rankings, popularity
> Searches, views
> Metadata

Payment
> Product/subscription
> Transactions
> Billing details

Quality of service
> Resolution
> Start time
> Bit rate
> Rebuffer
> Connection

3rd party and API
> CRM
> ISP/CDN
> Industry ratings
> Social profiles
> Off-app behavior

Revedia output
> Churn prediction
> Health score
> User segments
> Trend analysis
> Prescriptive recommendation
> Predictive forecast

Use case
> Prevent churn
> Personalize CX
> Recommend content
> Target promotions
> Develop products
> Identify new markets
> Set pricing strategy
> Measure content ROI
> Optimize library
> Windowing strategy

Revenue impact
> Decrease churn
> Reduce CAC
> Increase CLV
> Maximize asset ROI

Distributor data

Data input

Licensing agreements
> Terms and language
> Key dates, renewals
> Audit results

Self-reported distributor data
> Subscriber counts
> Placement
> Content performance

Financial data
> Payments
> Billing
> Cash flow

Revedia output
> Predictive forecast
> Financial modeling
> Anomaly detection
> Cash reporting
> Trend analysis
> Contract analysis
> Comparative analysis
> Variance analysis
> Reconciliation
> Remittance
> Billing/invoices
> Payment processing
> Collections

Use case
> Streamline workflow
> Plan strategically
> Negotiate terms
> Optimize rates
> Improve collections
> Manage cash flow
> Advanced forecasting
> Dynamic reporting

Revenue impact
> Recognize full revenue
> Maximize fees
> Mitigate leakage
> Reduce overhead

Benefits of the Revedia platform

> Centralize data: Have one system that can manage linear, transactional, and AVOD revenues

> Optimize revenue: Find every opportunity to strategically scale growth and profit

> Streamline decision-making: Instantly disseminate key business insights to stakeholders

> Manage agreements: Store, dynamically search, review, and create interactive dashboards

> Speed time to value: Analyze unlimited data with the greatest depth in real time

> Operate with agility: Predict and quickly adapt to market disruptions and volatility

> Future-proof your business: Deploy an industry specialized platform that grows with you

> Democratize insight: Enable non-technical users with powerful, user-friendly applications

> Secure your data: Maintain compliance and protect sensitive data in a secure cloud environment

> Operate efficiently: Expedite workflows and seamlessly collaborate cross-functionally

> Mitigate overhead: Reduce capital and operating expenses

Tested and proven

100M
Subscribers managed annually

$36B
Revenue processed annually

1500+
Global distributor relationships

30+
Years of industry experience