

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.

“In today’s media landscape, context is king. It’s one thing to apply AI algorithms to problems, but what the market needs are real-time behavioral analysis and prescriptive recommendations that make a measurable difference to providers seeking customer engagement at scale, and Symphony MediaAI provides just that.”

Mukul Krishna, Head of Digital Media Practice at Frost & Sullivan

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

Revedia optimizes revenue throughout the diverse M&E landscape.

Revenue Models

- > OTT
- > PVOD, SVOD, TVOD
- > EST
- > AVOD
- > Pay TV
- > Cable
- > Broadcast
- > Direct-to-consumer
- > Licensed distribution
- > Theatrical

Market Segments

- > Digital media
- > Television
- > Film & Studio
- > Gaming
- > Music & audio
- > Brand licensing

Business Functions

- > Customer experience
- > Sales & marketing
- > Distribution
- > Product development
- > Data science & engineering
- > Finance & 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 AI engine to enhance data science capabilities. Symphony MediaAI's expert managed services teams provide full-stack, cross-functional support for seamless integration.

SaaS Applications



Revedia Revenue Management

Efficiently execute daily financial and accounting workflows



Revedia Revenue Insights

Receive actionable financial insight from AI-powered data analysis



Revedia Engage

Predict audience behavior to optimize CLV, retention, and content ROI

Technical Capabilities

> Topological data analysis

> AutoML and explainable AI

> Supervised and unsupervised ML

> Data and model management

> 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.

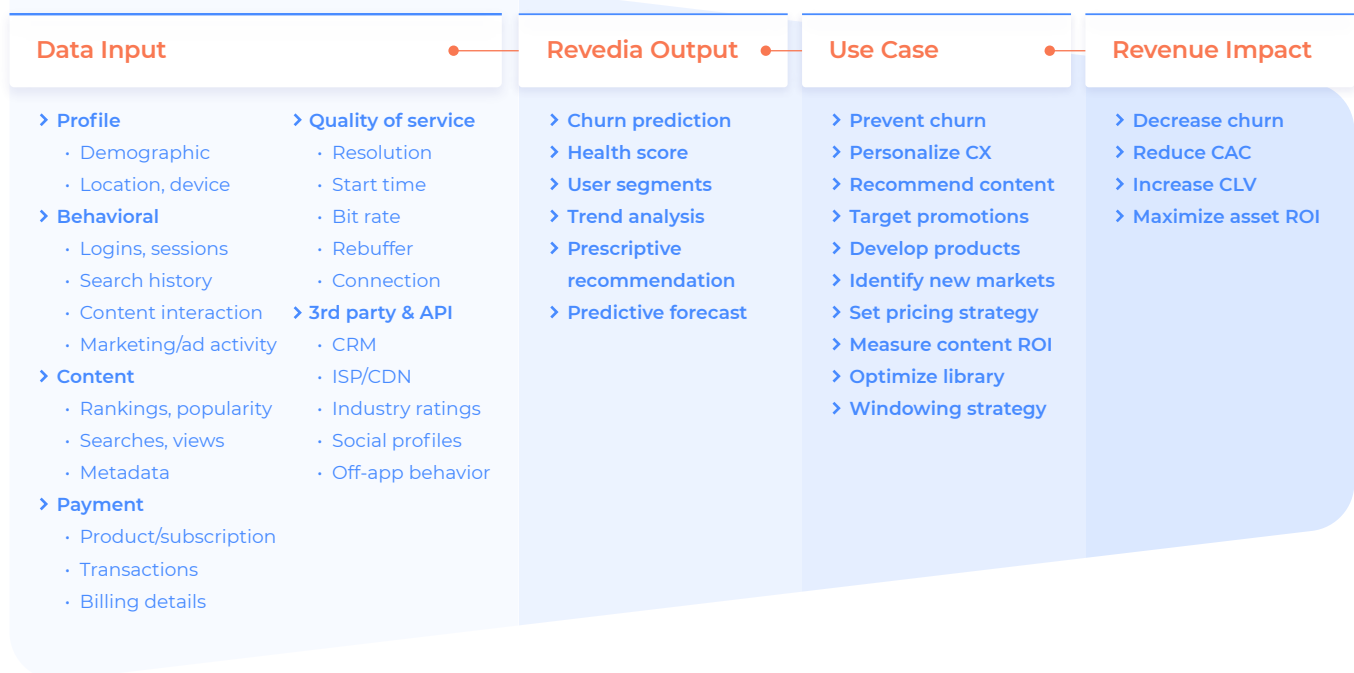
However, “horizontal” AI solutions designed to address generic business challenges across industries require extensive customization. Horizontal AI and machine learning algorithms must be trained by internal specialists to understand the business’s unique data, slowing time-to-value and limiting accessibility 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.

Customer Data



Distributor Data



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

\$28B

Processed annually

90%

U.S. market reach

\$100M

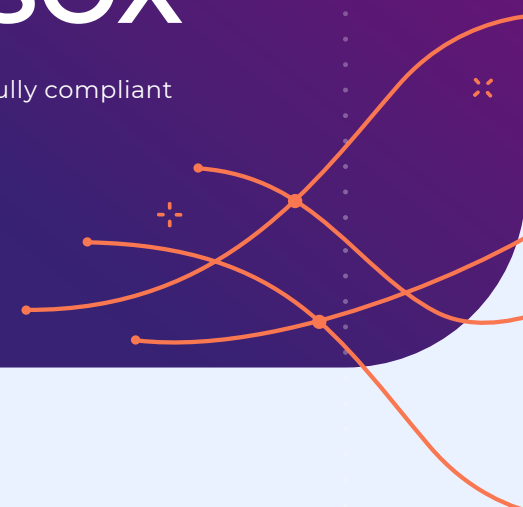
R&D investment

37+

Patents held

SOX

Fully compliant



Contact our product specialists to discuss how to seamlessly deploy Revedia in your organization.

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