Fast Analytics for Streaming Media: The Next Entertainment Frontier

The future of media is here. So are the customer expectations that come with it. Is your company prepared to compete?

Media Consumption Trends

Did you know?

Time spent streaming rose **44%** from Q4 2019 to Q4 2020.[1]

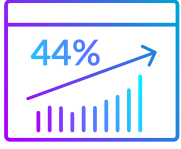**44%**

Content On Demand — Anywhere and Everywhere

Disney+, Hulu, Netflix, Amazon — Consumers have more options than ever to consume digital content where, when and how they want to—personalized to their preferences.

Data-Intensive Demand Drives Consolidation of Data Infrastructure Technology

Streaming media and other data-intensive workloads require complex, real-time data and analytics. Today, many companies across a range of industries are seeking solutions that simplify data infrastructure and meet the needs of their data-intensive workloads, reducing data fragmentation.

Data Infrastructure Challenges

Challenge One: Delivering streaming digital content that users around the world are trying to access simultaneously is very difficult. The inability to do this often results in poor customer experience and, ultimately, customer churn.

Challenge Two: With the explosion of content, companies must tailor their offerings to meet their customers' experiential expectations, enabling them to find personalized content quickly. This requires data, infrastructure, and user experience to converge seamlessly in ways that delight customers.

Challenge Three: Companies need a fast and elastic data infrastructure capable of delivering highly-personalized experiences to meet these needs.

The Five Characteristics of Data Intensity

1. Size of data
2. How fast data changes
3. Level of concurrency needed
4. Query complexity
5. Defined, consistent response times expected

[1] Conviva's State of Streaming Q4 2020; https://pages.conviva.com/rs/138-XJA-134/images/RPT_Conviva_SoS_Q4_2020.pdf

Opportunities to Deliver Moments that Matter

Streaming analytics can empower and transform the media and entertainment industries.

Monetization:
Companies that maintain a robust and evolving understanding of their audience members' profiles and preferences can create lucrative revenue streams from advertiser-supported streaming.

Media monitoring:
Real-time viewership analytics can inform what content streaming companies produce.

Content personalization:
Personalized content recommendations, derived from fast and powerful analytics engines, enable streaming companies to deliver highly-relevant content quickly to their customers.

The Future of Streaming Media – Requirements & Suggestions

1. Solve for data-intensive workloads by ensuring real-time (or close to it) data ingestion speed, low query latency, ability to handle complex queries, and high concurrency.

2. Commit to a modern database that unifies, simplifies and reduces the cost of data infrastructure.

3. Prepare for the next wave of personalization — delivering streaming products directly to consumers.

4. Develop a solid content delivery network to get your data as close to the customer as possible.

5. Curate a rich meta library to enhance the value, flexibility, and usability of your content catalog.

6. Internationalize your offerings by supporting multiple language sets.

7. Partner with large content providers to deliver both niche shows and blockbusters.

SingleStore

SingleStore Can Help

Interactivity drives the need for robust technical capabilities. SingleStore can help you deliver on your evolving business model with our scaled-out, super-fast, distributed, relational database.

Key Capabilities for Data-Intensive Apps

Ultra-fast ingest: billions of events per second for immediate availability

Super-low latency: sub-second latencies with immediate consistency

High concurrency: millions of real-time queries across tens of thousands of users

SingleStore delivers:

- Real-time ad targeting and personalization
- Streaming media quality analytics
- Predictive content recommendations
- Ad analytics and optimization

- Content personalization
- Gaming telemetry processing
- Omnichannel media activation, testing, and measurement

SingleStore Customers See:

98%
improvement in latencies for analytics

BILLIONS PER SECOND
of events ingested and made available immediately

Improve User Experiences with Fast Analytics for Data-Intensive Apps

To learn how SingleStore can help you drive ultra-fast analytics on any data, anywhere, and deliver actionable insights that power responsive, personalized customer experiences, visit our website.

SingleStore Can Help →

SingleStore