

Use Case—NBCUniversal



NBCUniversal uncovers market insights using Nexis® and LexisNexis® Newsdesk

NBCUniversal

Locations:

Multiple offices across California, New York, New Jersey, Connecticut, Florida and London

Industry:

Media and Entertainment

Product Summary:

Nexis® and LexisNexis® Newsdesk

One of the world's leading media and entertainment companies, NBCUniversal operates a varied portfolio ranging from news and entertainment television networks to a premier movie studio and related theme parks. A critical component in the company's success is its ability to leverage marketplace intelligence to support ad sales.

Challenge:

Keep Ad Sales Team Informed

With such a diverse portfolio, NBCUniversal needs the ability to capture marketplace intelligence to help its ad sales division identify the best advertising opportunities for their equally diverse array of clients. Critical to this process are the abilities to:

- Identify key trends early
- Identify key companies
- Monitor activity
- Create strong visualizations
- Make data and information actionable

In order to gain the marketplace intelligence required, NBCUniversal needs tools that encompass a broad assortment of news, company information, industry data, analyst reports and more. Moreover, it requires a way to drill down through these resources to unearth relevant intelligence. Christine Hayes, Director of Market Intelligence at NBCUniversal, says, "By the time the media defines a 'trend,' it is too late. We need to see emerging trends and categories, so we can help our clients stay ahead."

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Christine Hayes

Director of Market Intelligence
NBCUniversal

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About LexisNexis®

After nearly 40 years providing solutions that help organizations harness the power of information, LexisNexis remains dedicated to developing innovative media-monitoring tools to support data-driven decision-making. Our commitment extends beyond comprehensive content and outstanding search technology to world-class client service support, ensuring that our clients gain maximum insights—and value—from LexisNexis solutions.

Solution:

Media Monitoring and Data Visualization with Nexis and LexisNexis Newsdesk

NBCUniversal relies on quantitative data such as macroeconomic and media spend data, but Hayes notes that “If you don’t layer on qualitative data gleaned from news articles, industry publications, conferences, trade associations, analyst reports, social media and your own sales team, you won’t get the full story.”

Using Nexis® and LexisNexis® Newsdesk, NBCUniversal is able to research and monitor the factors that impact the media marketplace. Because both products have integrated data visualization tools, NBCUniversal can analyze masses of information more quickly to identify the potentially disruptive innovations that signal opportunities or threats for their advertising clients.

For example, NBCUniversal identified the emergence of the mobile payments trend early on. With Nexis, the company looked back at mentions of mobile payments and mobile wallets over both a 5-year period and a 1-year period, to see where mentions spiked and track the companies that were mentioned in conjunction with the term. NBCUniversal also tracked media mentions in the last 90 days with LexisNexis Newsdesk to understand what was driving the uptick in mentions. The analysis features enabled the company to easily plot a timeline that showed accelerating interest in mobile payments. Hayes emphasizes the value of these visualizations, saying, “Even though the data is complex, you need to keep it simple. Complicated turns people off.”

Results:

Well-Informed Ad Sales Team Effectively Supports its Clients’

Business Goals

Market intelligence is crucial to the success of NBCUniversal’s ad sales department. News, M&A activity, hiring initiatives, industry reports and social media—all can signal changes on the horizon. With the help of Nexis and LexisNexis Newsdesk, NBCUniversal has access to the broad content and the monitoring and media analysis tools it needs to spot indications of potential shifts in the marketplace sooner. This allows the company to provide their advertisers with meaningful insights and proactive ad placements to take advantage of trends and emerging categories as they happen. “We’re helping companies drive traffic to their websites, bring people into their stores and, ultimately, sell more products,” Hayes says. Nexis and LexisNexis Newsdesk are two critical tools that support NBCUniversal’s efforts.

Connect with us today!

Learn more about Media Monitoring  <https://internationalsales.lexisnexis.com/>

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