

“Customer feedback often goes to waste – especially if it’s unstructured”

- Forrester

## MINE & PRIORITIZE ACTIONS FROM VIEWER FEEDBACK

What **SOURCES** do you mine?

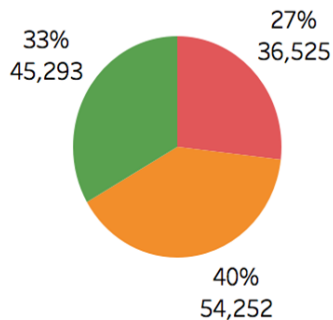
What **INSIGHTS** do you get?

What is the **IMPACT** on business?



## CASE STUDY – MEDIA and ENTERTAINMENT

Sentiment

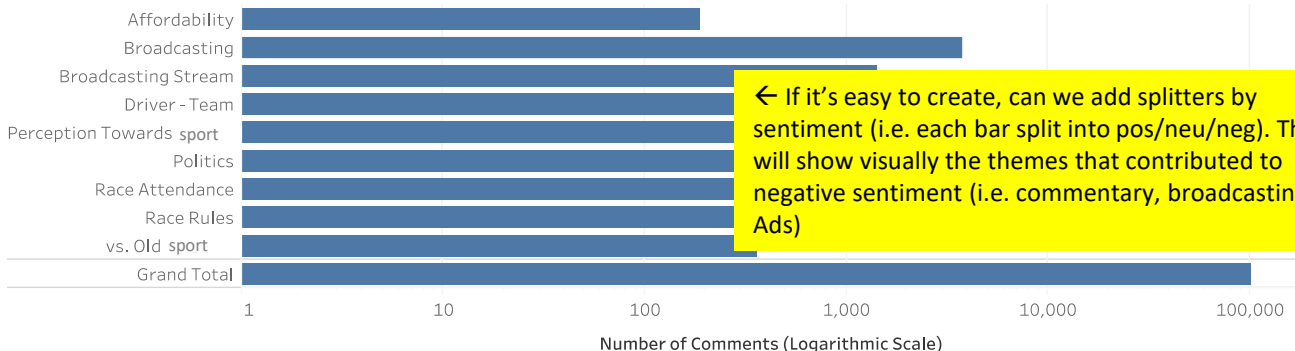


← Can we add a brief context to say what this case study is for (e.g. “A TV program covering a live sport event wanted to find root causes driving the decrease in viewership and sponsors and the recommended actions to improve them”)

■ Positive

← Instead of this chart (or in addition to this chart), should we show net sentiment over time? Then, this graph will show that sentiment was going down too

Drivers of Sentiment



← If it’s easy to create, can we add splitters by sentiment (i.e. each bar split into pos/neu/neg). This will show visually the themes that contributed to negative sentiment (i.e. commentary, broadcasting Ads)

Based on data collected from Facebook and Youtube

## What are the trends by theme?

Broadcasting  
October 2016 - September 2018



## Why are trends positive or negative?

Theme	Comments
Advertisements	<ul style="list-style-type: none"> <li>WAY TOO MANY LONG COMMERCIALS! Seriously?! For every minute of race...I'll bet 1.5 minutes of commercial. Just ridiculous...</li> <li>I just can't handle all of the commercials, NASCAR.</li> </ul>
Broadcasting TV/Network/Coverage	<ul style="list-style-type: none"> <li>What a joke, going to overtime and the race was replaced with the Indy race. Somebody needs to take over for NBC.</li> <li>Another race I can't watch I'm not paying a lot more money to upgrade my direct tv</li> <li>Thanks a lot NASCAR for continually blocking races from those who cannot afford cable, it started on reg tv, put it back there.</li> </ul>
Commentary	<ul style="list-style-type: none"> <li>Why do announcers scream!!! more interesting if I turn off the sound and listen to MRN.</li> <li>NBC announcers are no good. They are boring to listen too</li> <li>Fox should over bid NBC and cover the whole year from now on. So much better coverage by the announcers and tv crew. The only one on NBC I can tolerate is Jarett.</li> </ul>

## What can we do?

### From

Sample negative fan comments

### To

Sample positive fan comments

#### Commentary

announcers are no good. They are boring to listen too



The greatest play by play announcer in the history of American Motorsports

#### Broadcasting TV/Network/Coverage

coverage of sport stinks! They don't bother to let viewers know what's going on with the weekend schedule in cases of weather delays, etc... It's miserable every week, trying to figure out their broadcast



I've said this many times, and I'll say it again: Get a streaming service like Playstation Vue, YouTube TV, Hulu Live, etc. They have ESPN, ESPN 2, FS1, FS2, and NBCSN in the basic package, so you can watch every major racing .....for cheap.

#### Advertisements

WAY TOO MANY LONG COMMERCIALS! Seriously?! For every minute of race...I'll bet 1.5 minutes of commercial. Just ridiculous...



I see the Dodge commercials waiting to see a Dodge on the track again. Go Jimmy Johnson...

#### Broadcasting Stream

I cut the cable. Now I guess I have to cut the sport too. And they wonder what happened to the fans.



All of you that don't get race and hate commercials need to download the sport app. I love it. Click on the drive camera and watch the battle cam with no commercials or announcers. I put my headset on and it feels like being at a live race. Try it

## SETUSERV'S DIFFERENTIATION

Custom taxonomy & AI models

- Taxonomies and hierarchies are evolved from your data and are curated for your use case
- AI models are custom trained for your data

Decision clarity to act with confidence

- Custom models provide highly accurate and specific insights
- Dedicated data scientists answer your business questions

Cost effective

- Customization is completed quickly using our proven workflows, data pipelines & AI modules
- Ongoing analysis is mostly automated