



# Empowering the Media and Entertainment Industry with Interest Analytics

Affinio is an Interest Analytics Platform that reveals hidden audience insights at scale.

The media and entertainment industry is in a constant state of transformation. New experiences, brands, and platforms are continuously entering the market, leaving consumers with endless options. To compete and stay relevant, players in the industry must take an audience-first approach.

## Understand any target audience

Get to know any audience intimately, including the audiences of TV shows, movies, events, and celebrities, through interest and affinity patterns.

## Identify ideal influencers

Use a data-backed approach when exploring relevant influencer and partnership opportunities and understand which individuals, celebrities, and brands influence key audience clusters.

## Drive more ad sales

Use quantifiable affinity data to direct advertising sales to organizations who are relevant to your audience.

## Empower your content strategy

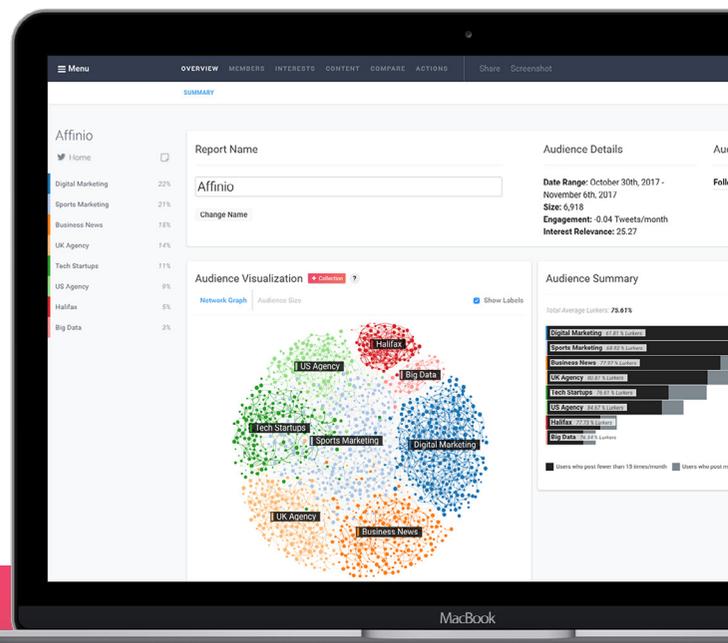
Develop promotional content and create awareness by understanding what already resonates with key audience clusters including keywords, hashtags, images, influencers, and media.

## Perform cross-channel promotion

Leverage large data sets to inform your entire marketing strategy, including other digital and traditional efforts.

## Grow and monitor your audiences

Implement data-driven campaigns to increase ticket sales, viewership, subscriptions, and more. Monitor how audience interests change to ensure constant relevant communications.





## How it works

### Build data-driven personas

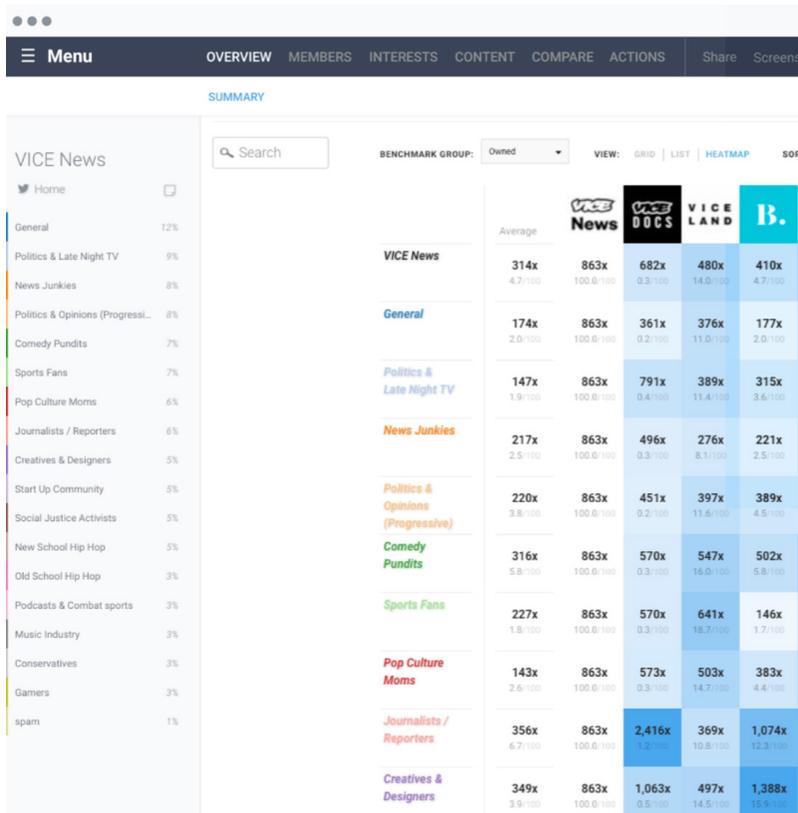
Create robust, data-driven personas with our rich interest and affinity data so you can be sure your placements are the most relevant to your target audience.

### Inform content strategy

Empower your content strategy and optimize digital objectives. With interest-based content affinities, you know what content resonates most and gets the best engagement from your target audiences.

### Identify optimal media placement

Use a data-backed approach to justify your budget spend and identify optimal media placements based on audience affinities.



“Genuinely insightful – a word often claimed and rarely delivered against.”



David Boyle  
EVP Insight, BBC Worldwide

Revealing hidden insights at the world’s leading companies



LIONSGATE



It’s time to take an audience-first approach to marketing.  
Let us show you how.

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