

# Cannibalization impact measurement for a US-based global media company

## Client

A global media conglomerate.

## Business Objective

The client’s marketing team wanted to measure the cannibalization impact caused by the launch of licensed shows on over-the-top (OTT) platforms and determine opportunities within OTT for content federation.

## Benefits & Outcomes of Our Engagement

- This solution helped the marketing team identify potential opportunity in driving OTT content by focusing on relevant platforms and shows/genres, thereby enabling content monetization across networks.
- Predicting the short-term and long-term impact on television channels viewership also helped in media budget planning, while federating more content on television and OTT platforms.

## SGA Approach

### Step 1: Data Aggregation and Exploratory Analysis

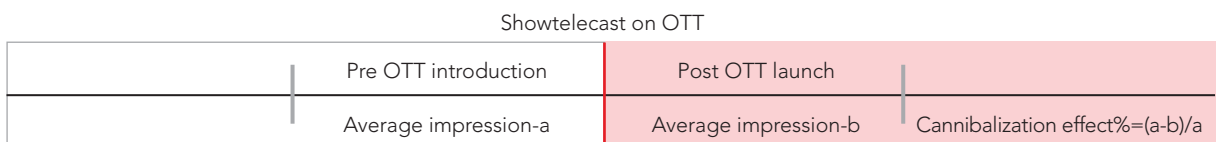
- Deployed data pipelines using python and pySpark scripts to integrate Linear television data with streaming OTT data at a show level, genre, and network level.
- Identified platforms that demonstrated significant increase/decrease in viewership via detailed trend analysis.

### Step 2: Content Valuation & Cannibalization Effect Model

- Built a predictive model to determine the likely value of a particular show and predict the streaming hours.
- Converted hours into potential revenue through OTT platform.
- Defined pre & post OTT -launch time periods for relevant shows.
- Used hypothesis testing (Analysis of Co-Variance (ANCOVA)) to check significance of difference in impressions and revenue on linear television pre-OTT launch versus post- OTT launch; used this difference to derive the net cannibalization effect at a show level.



Linear Broadcast of program



To know more about our Data Science Services write to us on [dataanalytics@sganalytics.com](mailto:dataanalytics@sganalytics.com) or contact us on **+1 315 503 4760**