Digital Cinema Media

Maximising advertising revenues in UK cinemas with near-real time analytics

Overview

The need

To boost its revenues, DCM wanted to maximise the utilisation of advertising capacity across UK cinemas – but calculating the available inventory was a complex, time-consuming task.

The solution

DCM, working with IBM Business Partner Northdoor plc, implemented a real-time business analytics solution based on IBM® Cognos® software – enabling 87 percent faster analysis of advertising inventory.

The benefit

With near-real time inventory analysis, DCM can shape sales strategies to maximise the utilisation of advertising space across UK cinemas, boosting sales and driving up revenues.

Headquartered in London, England, Digital Cinema Media (DCM) is the market leader in UK cinema advertising, providing some 2,929 screens for advertisers at 455 sites. DCM sells 80 percent of the cinema advertising market through exhibitors including Cineworld, ODEON, Picturehouse, Vue and many independent cinemas.

Golden opportunities on the silver screen

To drive its revenues, DCM aims to maximise sales of advertising inventory (including magazines, posters, foyer displays and on-screen ads) across UK cinemas. To achieve this goal, the company wanted a faster way to identify the available inventory, and shape effective strategies to boost sales.

Simon Rose, IT Director at Digital Cinema Media, explains: "Annually, we offer more than 166 million opportunities to connect brands, films and people, before, during and after the movie experience. To utilise our available capacity to the maximum, the challenge is to match our clients' unique requirements for campaign duration and media with the optimal print, display and on-screen opportunities."

Oliver Skelton, Head of Operations at Digital Cinema Media, continues: "Previously, we used multiple spreadsheet-based processes to manage data on campaign schedules. Because we didn't have a consistent set of data to report on, it was a big struggle to get insight into our saleable inventory and capacity utilisation, and we looked for a way to refine our analytics processes."

"Our partner Northdoor believed that Cognos software could do pretty much everything that we wanted far more cheaply than the custom-built analytics platform we were considering. Thanks to Northdoor's guidance, there was no need for us to reinvent the wheel to get rapid insight into saleable advertising space," says Oliver Skelton, Head of Operations at Digital Cinema Media.

Solution components

Software
- IBM® Cognos® Express

IBM Business Partner
- Northdoor

Selecting an advanced analytics solution

Initially, DCM considered replacing its spreadsheet-based approaches to business intelligence with a custom-developed solution, and sought expert advice from its trusted Business Partner, Northdoor.

"When we started looking at this project originally, we talked very seriously about getting a company in to develop some specific analytics software for us," recalls Oliver Skelton. "The Northdoor team, having looked at that brief, said: 'We think that would be an incredibly expensive way to go, and not the right way.' Northdoor believed that IBM Cognos Express software could do pretty much everything that we wanted for much less than a custom-built solution."

Simon Rose adds: "The main objective of the analytics project was delivering a more sophisticated, granular view of our inventory, and automating the capture of bookings into our scheduling system. From an IT perspective, Cognos offered us the advanced functionalities we wanted without a costly development cycle, which would have involved re-inventing components that were actually available off the shelf."

Working together with the Northdoor team, DCM replaced its spreadsheet approaches with IBM Cognos Express software.

"We have worked with Northdoor on a number of projects in recent years, and their team's project management approach and dedication to completing the task on time has served us well," comments Simon Rose.

Driving sales with faster insights

With the IBM Cognos solution from Northdoor at the heart of its inventory planning processes, DCM has achieved its goal of delivering faster analytics insights to help drive its sales.

"Prior to Cognos, it often took our analysts a day and a half to collate the data needed to generate a single report on campaign schedules," says Oliver Skelton. "With Cognos, we can start a reporting process on Friday morning at 9:00 and have the insights on people's desks by 10:30 – an acceleration of 87 percent.

"IBM software helps us serve every client with the best opportunities to connect with cinema audiences – maximising our inventory utilisation and driving our sales."

— Simon Rose, IT Director, Digital Cinema Media

"Moreover, because our scheduling system is now automated, our business users have near-real time access to information on new campaigns, and can analyse the impact on our wider business at the touch of a button."

Simon Rose concludes: "One of the great advantages of Cognos is that it enables us to bring all of our data together in a single place, which opens up possibilities for deeper analytics that we have never had before. Thanks to Northdoor and IBM Cognos software, we can serve every client with the best opportunities to connect with cinema audiences – maximising our inventory utilisation and driving our sales."

About Northdoor plc

Northdoor is an award-winning IT consultancy and solutions provider that helps fast-growing enterprises achieve their business objectives through IT enablement. With over 20 years of experience, Northdoor is a trusted adviser to many organisations, with specialist skills across IT consulting, enterprise infrastructure and IT support and managed services.

To learn more about products, services and solutions from Northdoor, please visit www.northdoor.co.uk/ibm

About IBM Business Analytics

IBM Business Analytics software delivers data-driven insights that help organisations work smarter and outperform their peers. This comprehensive portfolio includes solutions for business intelligence, predictive analytics and decision management, performance management, and risk management.

Business Analytics solutions enable companies to identify and visualise trends and patterns in areas, such as customer analytics, that can have a profound effect on business performance. They can compare scenarios, anticipate potential threats and opportunities, better plan, budget and forecast resources, balance risks against expected returns and work to meet regulatory requirements. By making analytics widely available, organisations can align tactical and strategic decision-making to achieve business goals.

For more information

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